Draft
Module Catalog

China Jiliang University (CJLU), Hangzhou, China
Course list for March intake, 2019

October 09, 2018

Module C0712L05	Telecommunication Circuit Design	Business Management
Semester:	2018-2019-2	**Prerequisites:**	Analog circuit
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Elective	**Assessment:**	Attendance and assignment 30%, Final Exam 70%

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Students who successfully complete this course will understand the subjects of communication circuit courses, become familiar with the composition of communication systems and basic working principles of radio transmitting and receiving equipment, learning how superheterodyne receivers work.This section is the basics of communication circuits, which designed to guide students to establish the concept of communication systems, lay the foundation for the introduction of the follow-up module circuit.
Content:	Basics - To understand the research object of communication circuit course - To master LC series parallel resonant frequency selection and impedance switching principle - To understand the noise figure, the definition of equivalent noise temperature, and the relationship between them - To master the amplitude modulation circuit, amplitude demodulation circuit, mixer circuit model Data Parallelism - To master the basic principles of the feedback oscillator: start-up conditions, balance conditions and stability conditions - To master the basic components of phase-locked loop, working principle - To master the frequency modulation signal, the phase modulation signal mathematical expression - To familiar with the main technical requirements of high-frequency power amplifier, to understand the task of high-frequency power amplifier, classification, etc.
Workload:	**Contact hours:** - Lectures 32 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0712L15	Advances in Information Retrieval	Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Elective	**Assessment:**	Attendance and assignment 30%, Final Exam 70%

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	This course can broaden students' vision, let students keep up with the pace of computer technology development, understand the frontier science of computer technology, and expand the knowledge surface. Students who successfully complete this course will familiar with the latest cutting-edge computer technology at least 2, and understand the current popular application areas of computer technology and the technologies adopted.

Content:	▪ Basics
	  - Artificial intelligence
	  - Large data
	  - Block chain
	  - Cloud computing
	  - Virtual reality
	  - Mixed reality
	  - Augmented reality
	  - Pilotless, UAV
	  - 3D printing, robot, machine vision
	  - Quantum computing
	  - Multi-core technology
	  - High-performance computing
	  - Intelligent monitoring
	  - Service oriented architecture (SOA)
	▪ Knowledge extension
	  - Some new software development technologies, new technologies
	  - The research status and future of software architecture technology
	  - New database technology, network security
	  - New architecture of WEB development
	  - New programming technology
	  - Bluetooth technology, RFID wireless radio frequency technology, wireless sensor network, Internet of things, etc.

Workload:	**Contact hours:** - Lectures 32 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L01	C Language Programming	Business Management

Semester:	2018-2019-2	Prerequisites:	
Contact Hours:	4 per week	Credit Points:	4
Type of Subject:	Required	Assessment:	Final Exam 70%，Assignments, Projects and Experiments 30%

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Students who successfully complete this course will have a preliminary programming ability. They will be able to Understand the background and history of the C language. Master the data types, operators and expressions, the basic input and output operations, three structured programming methods. They will be able to use arrays to deal with a large number of data of the same type, to handle Non-numerical data, demonstrate a knowledge of managing complex data. On successful completion of this course students will have an ability of accessing data file, demonstrate an ability to develop modular programs, and develop some skills to support programming in C.
Content:	Basics - Overview of C - Constants, Variables, and Data Types - Operators and Expressions - Managing Input and Output Operations - Decision Making and Branching - Decision Making and Looping - Arrays - Character Arrays and Strings - User-defined Functions - Structures - Pointers - File Management in C - The Preprocessor
Workload:	**Contact hours:** - Lectures 48 hours - Lab 16 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L03	Design of Digital Circuits	Business Management
Semester:	2018-2019-2	**Prerequisites:**	Circuit Analysis(B), Analog Circuit
Contact Hours:	4 per week	**Credit Points:**	4
Type of Subject:	Required	**Assessment:**	Assignment 30% Final Exam 70%

Teaching Method:	Lectures, Assignment
Lecturer:	
Objectives / Learning outcomes:	Learning outcomes: Students who successfully complete this course should master the basic concepts of digital circuit, master the analysis and design methods of digital logic, master the functions and application methods of commonly-used unit circuits and typical logic component, and possess the ability of solving problems of digital logic circuits. This course is an elementary course for students to master the analysis and design methods of digital logic systems and plays a very important role in the curriculum system of Electronics specialty.
Content:	Basics - Foundations of logic algebra - Combinational logic circuit - Stacks and Queues - Flip-flops - Sequential logic circuits - Pulse circuit
Workload:	**Contact hours:** - Lectures 48 hours - Lab 0 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L05	Object-Oriented Programming	Business Management
Semester:	2018-2019-2	**Prerequisites:**	**C Language Programming**
Contact Hours:	4 per week	**Credit Points:**	3
Type of Subject:	Required	**Assessment:**	Final Exam 50-60%, Attendance and Assignments 15-25%, Projects and Experiments 25%

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	This course teaches the fundamental ideas behind the object-oriented approach to programming. It aims to convey an understanding of object oriented programming. Students who successfully complete this course will be able to discuss object oriented techniques with other programmers, and will be able to develop and implement small programs in Java.
Content:	▪ Basics - An Introduction to Java - The Java Programming Environment - Fundamental Programming Structures in Java - Objects and Classes - Inheritance - Interfaces and Inner Classes - Exceptions, Assertions, Logging, and Debugging - Generic Programming - Collections - Graphics Programming - Event Handling - User Interface Components with Swing ▪ Concurrency - Interrupting Threads - Thread States, Thread Properties - Synchronization - Blocking Queues - Thread-Safe Collections - Callables and Futures - Executors - Synchronizers - Threads and Swing
Workload:	**Contact hours:** - Lectures 32 hours - Lab 16 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L05	Advanced Mathematics 1		Business Management
Semester:	2018-2019-2	**Prerequisites:**	**Elementary Mathematics**
Contact Hours:	6 per week	**Credit Points:**	5
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises
Lecturer:	Professor Youmei Li
Objectives / Learning outcomes:	Students who successfully complete this course will have a general abstracted ability and analysis ability of using mathematic tools to describe application problems. They will be able to set up function relation , study its properties , draw its graphs. Also they can use these tools to find the area of a trapezoid , to find approximation solutions of a equations, etc.
Content:	- Prerequisite review - Basic elementary functions and its graph - Shared or Distributed Memory - Functions and limits - composition of functions - Sequences and their limits;The limit of s function - Properties of continuous functions - Derivative and differential - Derivatives of basic elementary functions, higher-order derivatives - Rules for differentiating composited functions - Differentials and approximations - Application of differentiation---The mean value theorems - Indefinite integral and definite integral - The concept and properties of indefinite integral - The definite integral and its geometric explaination - Integration methods - The Newton-Leibniz theorem - Application of definite integral
Workload:	**Contact hours:** - Lectures 80 hours **Self study:** - Preparation, follow-up work**: at least** 80 hours
Language:	English
Curricular relevance:	
Literature:	Single Variable Calculus/ Zhu Yushan/ Jilin Science & Technology Press/2005
Required Reading:	Review high-school mathematics

Module C0806L05	Advanced Mathematics 2	Business Management
Semester:	2018-2019-2	**Prerequisites:**	**Elementary Mathematics**
Contact Hours:	6 per week	**Credit Points:**	5
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises
Lecturer:	Professor Youmei Li
Objectives / Learning outcomes:	Students who successfully complete this course will have a general abstracted ability and analysis ability of using mathematic tools to describe application problems. They will be able to solve a general linear system , master matrix operations, compute a determinant . Also they will master basic probability theory ,understand random variables and their numeric characteristics.

Content:	▪ matrix algebra
	  - elementary operations and elementary matrices
	  - rank of a matrix
	▪ determinants
	  - definitions and properties
	  - evaluation of determinants
	▪ system of linear equations
	  - homogeneous linear systems and Non-homogeneous systems
	  - general solutions for linear systems
	▪ probabilities
	  - definitions and properties
	  - laws of probability; conditional probability; Bayes' rule.
	▪ random variables:
	  - discrete variables and continuous random variables
	  - expectation and variance

Workload:	**Contact hours:**
	  - Lectures 80 hours
	Self study:
	  - Preparation, follow-up work**:** **at least** 80 hours

Language:	English
Curricular relevance:	
Literature:	**Linear algebre/郝志峰，谢国瑞等/高等教育出版社/2009.5；** **Probability and statistics/赖虹建，郝志峰/高等教育出版社/2009.5；**
Required Reading:	**Review high-school mathematics**

Module C0806L18	Data Structures and Algorithms	Business Management
Semester:	2018-2019-2	**Prerequisites:**	Object-oriented Program Development
Contact Hours:	4 per week	**Credit Points:**	4
Type of Subject:	Required	**Assessment:**	Assignment 20% Lab 30% Final Exam 50%

Teaching Method:	Lectures, Assignment, Lab
Lecturer:	
Objectives / Learning outcomes:	Learning outcomes: 1. Analyze time complexities of algorithms。 2. Understand and master Lists, use the classes of LinkedList and ArrayList. 3. Understand and master Stacks and Queues，use interface Queue and class Stack. 4. Understand and master Binary trees, Binary Search trees, ALV trees, and their traversal, constructing. 5. Understand and master Graphs, and their traversal, shortest path, topological sort algorithms. 6. Understand and master searching algorithms: sequential search and binary search on Lists, search on binary trees, search on hashing tables. 7. Understand and master sorting algorithms: Selection sort, Bubble sort, Insertion sort, Shell sort, Merge sort, Quick sort, Bucket sort, Radix sort.
Content:	Basics - Algorithm Analysis - Lists - Stacks and Queues - Trees - Hashing - Sorting - Graph
Workload:	**Contact hours:** - Lectures 52 hours - Lab 12 hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L24	Data Structures and Algorithms Project	Business Management
Semester:	2018-2019-2	**Prerequisites:**	Data Structures and Algorithms; Java Language Programming
Contact Hours:	one week	**Credit Points:**	1
Type of Subject:	Required	**Assessment:**	Execution 20% Projects 25% Report Writing 60%

Teaching Method:	Lectures, Exercises, Programming Experiments
Lecturer:	
Objectives / Learning outcomes:	Learning outcomes: Through this course students should understanding the basis of the principle of common data structures and algorithms, can use object-oriented programming language such as Java to solve real-world complex problems. 1. Master basic principles and implementation methods of common data structures and algorithms. 2. Familiar with analysis the time complexity and spatial complexity of the algorithm; 3. Learn to use basic recursion, sorting and searching algorithms to solve specific problems; 4. Understand typical data structures such as linear tables, stacks, queues, arrays, strings, trees, etc.
Content:	▪ Basics - Topic Selection - Design Coding and Debugging - Report Writing - Acceptance Test ▪ Topics - Long integer four arithmetic operations - A horse on a chessboard - A campus tour guide program design - Implementation and analysis of B-Trees - Implementation and analysis of AVL-Trees - Application of ant colony algorithm in traveling salesman problem - Student achievement management system - Huffman encoding and decoding
Workload:	**Contact hours:** - Lab 1 week
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module C0806L27	Computer Systems		Business Management
Semester:	2018-2019-2	**Prerequisites:**	C Language Programming
Contact Hours:	4 per week	**Credit Points:**	4
Type of Subject:	Required	**Assessment:**	Personal study 20% Lab 20% Final Exam 60%

Teaching Method:	Lectures, Assignment, Lab
Lecturer:	
Objectives / Learning outcomes:	Learning outcomes: 1. Let the students master the organization principle and realization technology of each subsystem of computer hardware 2. Establish the whole concept of computer system 3. Cultivate the students' ability to design and develop the computer system

Content:	▪ Basics
	  - Computer Abstraction and Technology
	  - Computer Instructions
	  - Arithmetic for computers
	  - Processor
	  - Exploiting memory hierarchy
	  - Input /Output Systems
	  - Parallel Processors

Workload:	**Contact hours:**
	  - Lectures 52 hours
	  - Lab 12 hours

Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I0201Z20	Introduction to World Trade Organization		Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Paper (4000 words)

Teaching Method:	Lectures
Lecturer:	Xinjie Luan
Objectives / Learning outcomes:	WTO rules have played an important role in the implementation of Government administration, economic and trade policy, and have great influence on economic and trade relations between different countries. WTO rules also restrain and supervise the operation of economic development instrument of WTO members. WTO rules are in fact also the forefront of international commerce. This course will let the students' knowledge structure more perfect. Students should mastered the rules of WTO and consciously abide by international rules in the future foreign business activities. The contents of this lesson includes: The basic principles, operation modes of WTO, WTO trade policy review and dispute settlement mechanism, WTO agricultural trade, service trade rules, WTO anti-dumping, countervailing and safeguard measures rules, WTO trade-related intellectual property protection rules, WTO trade-related investment measures, import licensing procedures, Rules of origin and customs valuation and China's accession to WTO.
Content:	Essentials of WTO Basic Conceptions of WTO An Historical Survey of WTO Query about WTO and Explanation thereto. Issues of Which Should be Taken Note in WTO Learning Functions, Institutional Structures and Operating Modes of WTO Functions of WTO Institutional Structures of WTO Operating Modes of WTO Basic Principles of WTO WTO Non-Discriminary Principle Principle of Tariff Concession Principle of Reasonable Trade Protection WTO Principles of Trade Facilities, Transparency and Competition Protection Principle of Special Preferential Treatment to Developing Countries WTO Rules of Trade Policy Review The Meaning of WTO Trade Policy Review and General Rules Thereof Review of China's Trade Policy under the WTO TPRM WTO Rules of Dispute Settlement Major Contents of WTO DSM Procedures for Dispute settlement and Non-Violation Complaints WTO Rules of Trade in Agricultural Products Basic Principles of Trade in Agricultural Products Specific Commitments Relative to the Trade of Agricultural Products

	WTO Applying Rules on SSGM of Agricultural Products WTO Rules of Trade in Services WTO Principles and Definitions on Trade in Services Principles of Most-Favoured-Nation Treatment and National Treatments as well as Market Access Rules under GATS Integration in Trade of Services WTO Rules on the Protection of Service Trade WTO Anti-Dumping Rules WTO Rules on the Determination of Anti-Dumping WTO Rule of Anti-Dumping Evidence Major WTO Rules of Anti-Dumping Procedures WTO Rules of Subsidies and Countervailing Measures Definition and Classification of Subsidies Remedies on Subsidies Countervailing Measures WTO Rules about Applying Safeguard Measures Principal Substantive Rules of the Application of Safeguards Basic Procedural Rules of the Application of Safeguards WTO Rules about the Protection and Enforcement of Trade-Related Intellectual Property Right WTO Objectives and Principles of the Protection and Enforcement of Intellectual Property Rights WTO Rules Relative to Copyrights and Trademarks WTO Rules on Geographical Indications and Industry Design WTO Rules Relative to Patents WTO Rules of Trade-Related Investment Measures and of Import Licensing Procedures WTO Rules of Trade-Related Investment Measures WTO Rules of Import Licensing Procedures WTO Rules of Origin and Customs Valuation WTO Rules on Customs Valuation WTO Rules about the Application of Sanitary and Phytosanitary Measures and of Technical Barriers to Trade WTO Rules about the Application of Sanitary and Phytosanitary Measures WTO Rules about the Application of Technical Barriers to Trade China WTO-Accession Rules Major Obligations that shall be performed Specific Rights and Obligations of Other Members China's Specific Commitments in the Field of Service Trade Fundamental Rules of Chinese Trade Protection
Workload:	Contact hours: - Lectures 32 hours
Language:	English
Curricular relevance:	Bachelor
Literature:	
Required Reading:	

Module I1102L04	International Business Negotiation	International Economy and Trade
Semester:		**Prerequisites:**	
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Discussion
Lecturer:	
Objectives / Learning outcomes:	We have formulated our learning objectives to achieve this goal. Students will: 1. learn negotiation expressions 2. learn about negotiation strategies 3. have knowledge of different negotiation styles 4. have negotiation practice

Content:	1. Introduction in the negotiation process
	2. Factors that influence the international negotiations
	3. Cultural aspects of International Business Negotiations
	    3.1. Hofstede's cultural dimensions
	    3.2. The influence of culture on negotiations
	4. Negotiation patterns in cross- cultural negotiations
	5. Analysis of cultural differences in international negotiations – A study case upon the American and Chinese culture
	    5.1. Negotiating with China
	    5.2. The study cases
	6. Conclusions

Workload:	**Contact hours:**
	    - Lectures 24 hours
	Self study:
	    - Preparation, follow-up work**:** 4 hours
	Project:
	    - Literature Search, Discussions, Concept: 8 hours

Language:	English
Curricular relevance:	Business negotiation activities are very common for people engaged in international trade. This course will help the students be a better, smarter, more strategic negotiator in their career.
Literature:	1. Negocierea comerciala internationala, Ioan Popa, Editura Economica 2. International business negotiation, Pervez N. Ghauri and Jean-Claude Usunier, Pergamon Publishing House 3. Negotiation, Roy J. Lewicki and David M. Saunders, McCraw-Hill Publishing House 4. The Chinese Negotiator, Robert M. March, Su-Hua Wu, Kodansha Publishing House
Required Reading:	Negotianting Essentials-Theory, Skills and Practices by Michael R. Carrell and Christina Heavrin, J.D. , Prentice Hall

Module I1101Y04	Operations Research Project Design	Business Management
Semester:		**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	1
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Computer Practice, Panel Discussion
Lecturer:	
Objectives / Learning outcomes:	The objectives of the course are as follows: 1. Establishing the optimal system of operational research thinking; 2. Proficient in the use of WINQSB software and understand other operational research software such as Lindo, MATLAB, etc.; 3. Be able to use software to solve the operational research model; 4. Learning to analyze the solution.
Content:	▪ software introduction and demonstration, ▪ modeling and software solution, ▪ group curriculum design report writing and communication.

Workload:	**Contact hours:**
	  - Lectures ?? hours
	Self study:
	  - Preparation, follow-up work: ?? hours
	Project:
	  - Literature Search, Discussions, Concept: ?? hours
	  - Execution, Report Writing: ?? hours

Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1102L24	Geographical Aspects of Trade and Economics		Business Management
Semester:	6	**Prerequisites:**	
Contact Hours:	per week	**Credit Points:**	2
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	Yanbo Shao
Objectives / Learning outcomes:	This course is a professional elective course for undergraduates majoring in international economics and trade. It has the characteristics of strong theoretical connection and practical application. This course plays an important role in improving the ability of international trade practice. International trade geography is a marginal science between international trade and geography. It is a regional and comprehensive discipline. Comprehensiveness refers to the method of learning how to use multidisciplinary knowledge and learning comprehensive analysis. Regionality means that it is a study of how the world's major countries and regions have developed their economic and trade processes and laws according to local conditions.
Content:	- Geographical environment and international trade - Human Geography Environment and International Trade - Economic and Trade Overview of Economic Developed Countries - Overview of economic and trade in developing countries and regions - World Special Economic Zone - Distribution, production and trade of world oil resources
Workload:	**Contact hours:** - Lectures 32 hours
Language:	English
Curricular relevance:	B & M Business Management
Literature:	
Required Reading:	

Module I1102L26	Special Topics in International Trade	International Economy and Trade
Semester:		**Prerequisites:**	**International Trade Micro Economics**
Contact Hours:	1 per week	**Credit Points:**	1
Type of Subject:	Required	**Assessment:**	Report

Teaching Method:	**Lectures, Projects**
Lecturer:	Zhu Yu
Objectives / Learning outcomes:	Students who successfully complete this course will grasp the basic concepts, principles and policies of international trade. It is beneficial for students to analyze and solve problems by using international trade theory and research methods, to set up a global vision and to lay a solid foundation for future international trade.
Content:	To review the basic concepts, principles and policies of international trade, To collect data of foreign trade and economic activities To write research reports
Workload:	**Contact hours:** - Lectures 12 hours **Self study:** - **Preparation, follow-up work:** **4** hours **Project:** - Literature Search, Discussions, Concept: 4 hours - Execution, Report Writing: 6 hours
Language:	English
Curricular relevance:	
Literature:	
Required Reading:	

Module I1102L13	Transnational Enterprise Management	International Economy and Trade
Semester:		**Prerequisites:**	
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Students who successfully complete this course will have a general understanding of the basic principles of the world of international business, the environment of international business, international business strategies. They will be able to understand some regional difference in the world, global value chain governance, FDI and trade in the world economy.
Content:	- Regional and Global Strategy - The Multinational Enterprise - The Triad and International - International Politics - International Culture - International Trade - Multinational Strategy - Organizing Strategy - Corporate Strategy and National Competitiveness - -nnovation, Entrepreneurship and Born Global Firms - Production Strategy - Marketing Strategy - Regional strategies
Workload:	**Contact hours:** - Lectures 32 hours **Self study:** - Preparation, follow-up work: 8 hours **Project:** - Literature Search, Discussions, Concept: 4 hours - Execution, Report Writing: 4 hours
Language:	English
Curricular relevance:	Bachelor international economy and trade
Literature:	- Dunning J. H..1996. The Geographical Sources of Competitiveness of Firms: Some Results of a New Survey. Transnational Corporations, Vol. 5(3) pp.1-30 - Dunning J. H..1998, Location and the Multinational Enterprise: A Neglected Factor? Journal of International Business Studies, Vol. 29(1), pp.45-66 - Bernard, A.B., Jensen, J.B., Redding, S.J. and Schott, P.K. (2016) Global Firms, NBER Working Paper No. 22727. - Helpman, E. (2006). Trade, FDI, and the organization of firms. Journal of Economic Literature, 44(3). - Gereffi,G.,Humphrey, J.,Sturgeon, T.,The Governance of Global Value Chains, Review of International Political Economy, 2005(2),p78-104

	- Chang S.,1995, International Expansion Strategy of Japanese Firms: Capability Building Through Sequential Entry. Academy of Management Journal, Vol.3(2), pp. 383-407
Required Reading:	Alan M. Rugman, Simon Collinson, International Business, Pearson Longman; 6th Revised edition.

Module I1102L01	Micro Economics	International Economy and Trade
Semester:		**Prerequisites:**	
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Students who successfully complete this course will have a general understanding of the basic principles of market, demand, supply, public goods, market failure, market equilibrium and related scopes. They will be able to understand some economy phenomenon, price fluctuation, cost management, profit maximization and economy and trade policies.
Content:	- The Basics of Supply - Consumer Behavior - Individual Demand - Market Demand - Uncertainty - Consumer Behavior - Production - Profit Maximization - Competitive Supply - The Analysis of Competitive Markets - Pricing with Market Power - Monopolistic Competition and Oligopoly - Game Theory and Competitive Strategy - markets for Factor Inputs - Investment, Time and Capital Markets - General Equilibrium - Economic Efficiency - Markets with Asymmetric Information - Externalities - Public Goods
Workload:	**Contact hours:** 　- Lectures　　　　　　　　　　　　　　32 hours **Self study:** 　- Preparation, follow-up work**:**　　　16 hours **Project:** 　- Literature Search, Discussions, Concept:　4 hours 　- Execution, Report Writing:　　　　　　4 hours
Language:	English
Curricular relevance:	
Literature:	
Required Reading:	

Module I1102L15	Introduction to Major Studies	Business Management
Semester:		**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	1
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Expert Lectures,Visiting Enterprises
Lecturer:	
Objectives / Learning outcomes:	The goal is to increase the undergraduate students' perceptions of marketing connotation and to build the foundation for the follow-up basic and professional courses. By visiting the famous enterprise and taking part in the expert lecture, students can understand the overview of enterprise management and cultivate their own interests of enterprise management**.**
Content:	▪ Visiting famous enterprises ▪ Visiting the quality management departments of the enterprises ▪ Taking part in the expert lectures ▪ Taking part in the lectures by experts in business administration ▪ Writing reports
Workload:	**Contact hours:** - Lectures ?? hours **Self study:** - Preparation, follow-up work**:** ?? hours **Project:** - Literature Search, Discussions, Concept: ?? hours - Execution, Report Writing: ?? hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1101L00	Principles of Management	Business Management
Semester:		**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	3
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Classroom Communication, Homework
Lecturer:	
Objectives / Learning outcomes:	After learning this course,students' should be able to master management theories and basic concepts, to apply basic theories and methods, to analysis and solve the problem of management, and to lay a good foundation for the follow-up study of major disciplines.
Content:	▪ The responsibilities of managers and quality requirements ▪ The evolution of management thought ▪ Management decision ▪ Planning ▪ Organization design ▪ Leadership theory ▪ Motivation theory ▪ Communication skills ▪ Controlling
Workload:	**Contact hours:** - Lectures ?? hours **Self study:** - Preparation, follow-up work**:** ?? hours **Project:** - Literature Search, Discussions, Concept: ?? hours - Execution, Report Writing: ?? hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1102L02	Financial Management		Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	3
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Case Study
Lecturer:	Yabin Yu
Objectives / Learning outcomes:	Students who successfully complete this course will have a general understanding of financial management and related topics. They will be able to understand the financing, capital budgeting and daily capital operation of the business. And they will be able to take use of the financial methods learned in this course to solve the financial problems in the business.
Content:	- Goals and Governance of the Corporation - Financial Markets and Institutions - Accounting and Finance - Measuring Corporate Performance - The Time Value of Money - Valuing Bonds - Net Present Value and Other Investment Criteria - Introduction to Risk, Return, and the Opportunity - Risk, Return, and Capital Budgeting - The Weighted- Average Cost of Capital and Company Valuation - Introduction to Corporate Financing - How Corporations Raise Venture Capital and Issue Securities - Debt Policy - Payout Policy - Long-Term Financial Planning - Short-Term Financial Planning - Working Capital Management

Workload:	**Contact hours:**
	   - Lectures 48 hours
	Self study:
	   - Preparation, follow-up work**:** 6 hours
	Case Study:
	   - Literature Search, Discussions,Analysis: 6 hours

Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	**Textbook**

Module I1101L02	Human Resource Management (HRC)	Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4　　　per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, HRM case analysis and classroom communication
Lecturer:	
Objectives / Learning outcomes:	After learning this course, students will be able to get a better understanding of the basic theories on modern enterprise HRM, the basic knowledge and methods of human resource, having access to applying the professional knowledge to solve HRM related problems. Besides, students may also acquire the ability and skills to do HRM jobs in enterprises.
Content:	▪ Human Resource Management: Gaining a Competitive Advantage ▪ Strategic Human Resource Management ▪ The analysis and Design of Work ▪ Human Resource Planning and Recruitment ▪ Selection and Placement ▪ Training ▪ Performance Management ▪ Employee Development ▪ Employee Separation and Retention ▪ Pay structure Decisions ▪ Recognizing Employee Contributions with pay
Workload:	**Contact hours:** 　-　Lectures　　　　　　　　　　　　　　　?? hours **Self study:** 　-　Preparation, follow-up work**:**　　　　?? hours **Project:** 　-　Literature Search, Discussions, Concept:　?? hours 　-　Execution, Report Writing:　　　　　　?? hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1102L05	Stock and Future Trading and Investment		Investment of Securities
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4　　　　per week	**Credit Points:**	3
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	"Investment of Securities" is a basic course for Economics and Management major. The purpose of the course is to make the students grasp the basic knowledge of security market , and be familiar with the operation of security business. After graduation they can work for the governments, financial institutes, security companies, and doing the personal investment.
Content:	The course will teach the basic theory of investment along the path including the logical arrangement of security, security market, security investment, analysis of security investment, management of security investment and internationalization of investment mar
Workload:	Contact hours: 　-　　Lectures　　　　　　　　　　　　24 hours Self study: 　-　　Preparation, follow-up work:　　　4 hours Project: 　-　　Simulated transaction　　　　　　8 hours
Language:	English
Curricular relevance:	Bachelor
Literature:	
Required Reading:	

Module I1102L10	Management and Communications	Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4　　　　per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Management Communication is an elective course for majors related to management. The course integrates skills, practice and art as a whole. It helps students to establish communication ideas, master communication knowledge and methods, and improve the communication ability of management on the basis of introducing the basic theories and skills of management communication,. This course also includes the current practice in China to create diverse ways of teaching and learning, such as using communication writing, speeches, case study, situation design, role playing, and extra-curricular investigations to make students get a better understanding of the basic principles of management communication, to improve their communication awareness as well as to master management communication strategies. Besides, it provides students with communication strategies in management which can be applied to communication practice, meanwhile, students' communication planning ability are also consciously improved.
Content:	▪ Management communication overview ▪ Constructive communication ▪ Communication object strategy ▪ Communication subject strategy ▪ Writing communication strategy ▪ Interview skills ▪ Listening skills ▪ Speeches and aids
Workload:	**Contact hours:** 　- Lectures　　　　　　　　　　　　　　　?? hours **Self study:** 　- Preparation, follow-up work**:**　　　?? hours **Project:** 　- Literature Search, Discussions, Concept:　?? hours 　- Execution, Report Writing:　　　　?? hours
Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1102L12	Enterprise Strategy Management	Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	Enterprise Strategy Management is a comprehensive course with theoretical, practical, and comprehensive knowledge. In the studying this course, students must comprehensively use the knowledge of management, marketing, and financial management that they have learned and learn to consider management decisions and actions from the perspective of the overall long-term business performance optimization. Its educational objectives are to master the basic concepts, processes and methods of strategic management of enterprises. To develop students' business strategic thinking and strategic analysis skills. To grasp case analysis methods to allow students to comprehensively analyze the strategic management of enterprises
Content:	▪ Strategic management and competition ▪ External environment:Opportunities,threats and competitive analysis ▪ Internal environment: Resource,capabilities, competitiveness and competitive strengths ▪ Business-level strategy ▪ Competitive Rivary and Dynamics ▪ Corporate-level strategy ▪ Mergers and restructuring strategy ▪ Strategic Alliance ▪ Corporate Governance ▪ Structure and Controls

Workload:	**Contact hours:**
	  - Lectures ?? hours
	Self study:
	  - Preparation, follow-up work: ?? hours
	Project:
	  - Literature Search, Discussions, Concept: ?? hours
	  - Execution, Report Writing: ?? hours

Language:	English
Curricular relevance:	Bachelor Business Management
Literature:	
Required Reading:	

Module I1102L05	Stock and Future Trading and Investment	Investment of Securities
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	4 per week	**Credit Points:**	3
Type of Subject:	Required / Elective	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Projects
Lecturer:	
Objectives / Learning outcomes:	"Investment of Securities" is a basic course for Economics and Management major. The purpose of the course is to make the students grasp the basic knowledge of security market , and be familiar with the operation of security business. After graduation they can work for the governments, financial institutes, security companies, and doing the personal investment.
Content:	The course will teach the basic theory of investment along the path including the logical arrangement of security, security market, security investment, analysis of security investment, management of security investment and internationalization of investment mar
Workload:	Contact hours: - Lectures 24 hours Self study: - Preparation, follow-up work: 4 hours Project: - Simulated transaction: 8 hours
Language:	English
Curricular relevance:	Bachelor
Literature:	
Required Reading:	

Module I1102Z82	Introduction to Business Etiquette and Negotiations	Business Management	
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Paper (4000 words)

Teaching Method:	Lectures
Lecturer:	Xinjie Luan
Objectives / Learning outcomes:	After China's accession to the World Trade Organization, China's foreign trade (including imports and exports) is growing rapidly. As a trader in international business, knowing different cultural backgrounds and improving the language ability and negotiation skills become more and more important. What is more, the negotiation theory, practice, skills learning has been an international economic and trade major course. Business etiquette (how to speak and do) and business negotiations (on pricing, transportation, shipment, payment, claim, etc) is a comprehensive subject. It is the integration of multi-faceted knowledge, and has practical, operational requirements. By learning the course（ten chapters in total), students can understand cultural diversity, know how to speak politely and effectively, master the basic trade language of doing business, enhancing negotiating skills.
Content:	Chapter 1:　　An Introduction of Business Negotiation Chapter 2:　　Pre-negotiation 1 - Meeting Foreign Businessmen Chapter 3:　　Pre-negotiation 2 - Receiving Foreign Businessmen Chapter 4:　　Pre-negotiation 3 - Establishing Business Relations Chapter 5:　　At the Negotiation 1 - Enquiry and Offer Chanter 6:　　At the Negotiation 2 - On Price Chapter 7:　　At the Negotiation 3 - On Payment Terms Chapter 8:　　At the Negotiation 4 - Complaints and Claims Chapter 9:　　At the Negotiation 5 - Shipment Chapter 10:　　Post-negotiation Contract
Workload:	Contact hours: -　Lectures　　　　　　　　　　　　　　　　　　32 hours
Language:	English
Curricular relevance:	Bachelor
Literature:	
Required Reading:	

Chapter 6. Negotiation of Price

I. Focuses
1. Price haggling
2. Discount
3. Making reduction

II. Negotiating Skills
An introduction to yourself when Meeting for the First Time
In business negotiations, it's unnecessary to be too formal, or pay particular attention to the introduction of the rules. In general, you can say a "let me introduce myself", and then make a brief introduction. In this case, to be natural, relaxed is appropriate. A smaller range of negotiations, both sides can also take the form of self-introduction. Self-introduction should be generous and appropriate, not too rigid. In the meantime, you should raise the voice properly, and do not speak too fast, lest others can not hear clearly. After reporting your name, you can simply explain your work unit, position and so on. When introducing yourself, you should always look at the opponents, and if there are more than two people, then it is best to look around to show respect for others. Introducing yourself while looking around and eyes are not focused on others, this makes people feel cold and impolite.

Posture of the Negotiator
Some useful information can also be figured out from the natural posture of the negotiator, and can also be used. For example, a sitting position with a straight waist is an expression of concern for the other person's speech, and also a display of respect for the other person, which is generally effective in motivating the other person to speak much more; bending down (when not recorded) is a sign that he is not interested in the conversation or feel boring. Sometimes, in order to reject a tiresome offer, it is often used in such a manner as to sit sideways. Generally, a relaxed gesture represents a state of pleasure or a sense of superiority; hands on one's lap are a sign of temptation. Sometimes it also reflects the care of the mind; it is a situation of no interest or carelessness to sit and play with your mobile, for instance.

III. Negotiating Practices
Text A The Price of Pajamas
A: Mr. Zhang. It's difficult for us to push the sales of your pajamas ([pə'dʒɑ:məz]睡衣) nowadays.
B: What's the problem?
A: Price. Frankly speaking, your price is too high.
B: You may have noticed that the price of pajamas has risen since September last year. Our price is reasonable compared with the pajamas you can get elsewhere.
A: I'm afraid that's not true. South Korean has entered the market and their price is lower.
B: But the pajamas in China are of superior quality.
A: I don't deny that. However, there's sharp competition in the international market.
B: Please believe that Chinese pajamas can withstand competition. Other customers are buying from us.
A: Anyway I have to think it over.
B: All right, go ahead(请便)。
A: Can I meet you sometime tomorrow?
B: Certainly. Please give me a call before you come.
A: I will. See you tomorrow.
B: See you tomorrow.

Text B Decreasing Price
A: We'll get to the point. What's your offer?
B: Our unit price is US $500 FOB Shanghai.
A: The price is too high. It's much higher than it used to be.
B: You know we can't follow the previous price. We have to raise the price according to the special packing and shipping method you suggested.
A: Could you lower the price? You must know that now all companies are cutting prices to gain more market share.

B: With the extra services you require, I don't think any supplier can offer the same competitive price as ours.

A: To be honest, we can't make a deal if you don't reduce the price, because we'll have no money to make. Can't we find a price that is good for both sides?

B: Well, in view of our long-term business relationship, I would like to drop 5%. I hope this price will satisfy you.

A: Only 5% less? We still can't accept this price. Could you give us a 10% discount by reducing it a little?

B: I'm afraid you want too much. In that case, we will be unprofitable. Our maximum concession is 5%.

A: Okay, we accept the price in order to call the bargain an end.

B: I'm glad we've finally settled the price problem.

Text C Meeting Each Other Half Way

Mr. Brute, a textile importer from London, is met in the showroom by Miss Zhao. Looking at the samples, Mr. Brute negotiates business with Miss Zhao.

B: What do you have there, Miss Zhao?

Z: Some of our new products. Would you like to have a look at the patterns?

B: Yes, please.

Z: Here they are, Mr. Brute.

B: I like this printed poplin(府绸). How much is it a yard?

Z: 50 pence per yard, CIF London.

B: Your price is too high for us to accept.

Z: What would you suggest?

B: Could you make it 40 pence per yard, CIF London?

Z: I'm afraid we can't. This is the best price we can quote.

B: Let's leave that for the time being.

Z: Are you interested in our pongee（榨丝绸）?

B: Yes. Please show me the latest product.

Z: Here it is.

B: The quality is very good, but nowadays nylon is pushing this material out.

Z: I don't think so. We've sold a lot this month.

B: Well, anyway, I'll book a trial order. The price?

Z: Same as we offered last time.

B: What about the quantity?

Z: 5,000 yards for September shipment.

B: All right. I'll take the lot.

Z: How about printed poplin, then?

B: I must point out that your price of printed poplin is much higher than market price. There would be little likelihood of concluding business on the basis of your quotation.

Z: My offer was based on cost and reasonable profit, not on wild speculations. As you know our products are superior in quality. Better quality means a higher price. You must take this into consideration.

B: I agree with you on this point. But we don't think we can succeed in persuading our clients to buy at such high price. I'm afraid I'll have to cancel the deal if you don't reduce your price.

4: Well, in order to got the business, I am willing to make some concession. What kind of reduction do you have in your mind then?

B: I think a discount of 15 % would be reasonable.

Z: 15%? That's out of the question! You can't expect us to make such a large reduction, for we won't make any profit at that price. How about meeting each other half way?

B: What exactly do you propose?

Z: I propose a reduction of 7%, and that is our rock solid price.

B: But the gap is too wide to be filled. Will you give me a trade discount?

Z: What do you mean?

B: Let's close the deal at 45 pence per yard, CIF London.

Z: You drive a hard bargain, but I'll accept this time.

Cultural Confliction

A Dilemma of Chinese Tea

Someday, I walked into the Yu Garden in Hamburg (see fig.). It was a fine day. Manager S of Yu Garden greeted me warmly, who had been in Germany for more than 20 years. I sat down and drink a pot of tea (see fig.).

I saw two German families come here after a while. One is a father and his son, and the other is a mother and her two daughters and one son. As for how these two families treated Chinese tea drinking, I'll talk separately below.

As for the family of father and son, the father told me that he was lucky because he had two sons, but also that the family was noisy. He ordered himself a pot of tea and a coke for his seven-year-old son. Obviously, his son doesn't like or get used to tea. The father and son sat here for a short period of time. The father drank only the first pot of tea and did not add water to the kettle. The snack seemed to remain unchanged, and he left with his son.

As for another family, the eldest daughter seemed to be the "core leadership". They turned over the menu and waited. The manager told me privately that they would choose Coke in the end, because the foreigner did not know that the tea could be filled with water over and over again; the pot of tea was close to €10, while a glass of coke was only €2. Finally, the eldest daughter said, "We'd better drink coke." The mother and her children ordered a coke respectively.

The result is the same. We can imagine that if everyone drank tea, the mother and her three children would buy four pots of tea. It doesn't cost nearly €40. In China, four people can repeatedly add water to this pot of tea and drink it for a long time! Foreigners cannot do so.

In their Westerners' culture, this is a fraud: without new tea, how can there be another pot of tea? When I first arrived in Dresden, Professor B of HTW asked me curiously, "How can you Chinese drink tea for a while and add water to the cup?" I remember when he asked me about it, it looked like I asked him, "Where's Hitler's hometown?" which is difficult to ask but want to know. Westerners, whether drinking coffee or even drinking tea, do not add water.

I faced the rockery and drinked this "fake" tea, I found this "fake" in China is hard for me to explain clearly. To the Germans, the public performance of Chinese tea is also a public display of counterfeiting, I guess. I have never thought of this before. As said in China, "The interesting words suit the taste, while the tastes of the tea clean the heart (趣言能适意，茶品可清心)." In my opinion, it will take time for Germans to get rid of impersonation and misconception of "fake" tea.

Questions for You
A…
B…
C…

Module I1102Z74	Introduction to Technical Barriers to Trade	Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	per week	**Credit Points:**	2
Type of Subject:	Required / Elective	**Assessment:**	Paper (4000 words)

Teaching Method:	Lectures
Lecturer:	Xinjie Luan
Objectives / Learning outcomes:	The technical barrier to trade such as technical regulations, standards, procedures for conformity assessment, risk assessment, mutual recognition and equivalence of Inspection, quarantine systems between different countries, is an important field in modern international trade, and it is also a major knowledge component for the students majoring in International commerce and admistration. By learning this lesson, students should master the basic concepts and international rules of technical barriers to trade (TBT) and sanitary and Phytosanitary Measures (SPS), meeting the knowledge demands in inspection, quarantine, certification, accreditation, standardization and so on. The main contents of this course include the international rules and provision under WTO TBT Agreement and the SPS Agreement, the disputes and their settlement, the latest development of TBT/SPS, some important technical regulations, standards, conformity assessment procedures, Risk assessment issues.

Content:	Chapter one: An Introduction to Technical Barriers to Trade (TBT)
	    Section 1: An Issue Raised in a Recall Event
	    Section 2: TBT Definition and Types
	    Section 3: Contents of WTO TBT Agreement
	Chapter Two: TBT Disputes and Technical Regulation and Standards
	    Section 1: An Overview of the TBT Disputes
	    Section 2: Technical Regulations and Case Studies
	    Section 3: Standards and Case Studies
	    Section 4: Scientific Evidences Relating to the Preparation and Application of TBT Measures
	Chapter Three: Mutual Recognition Agreement (MRA) Relating to Conformity Assessment Procedures
	    Section 1: Origin of MRAs
	    Section 2: Modes of MRAs
	    Section 3: The Importance of MRAs
	Chapter Four: Reading of the TBT Notifications
	    Section 1: Outline of TBT Notifications
	    Section 2: Targets of Technical Regulations and Conformity Assessment Procedures
	    Section 3: Provisions Relating to the Disputes
	    Section 4: A Specific TBT Notification
	Chapter Five: RAPEX——A "Hatcher" of the EU Technical Barriers
	    Section 1: The Meaning and Goals of RAPEX
	    Section 2: The RAPEX Working Mechanism
	    Section 3: Focuses of the RAPEX Development
	Chapter Six: National Treatment under the TBT Agreement
	    Section 1: National Treatment in Relation to the TBT Measures
	    Section 2: The Case of EC—Protection of Trademarks and Geographical Indications

	Section 3: How to Eliminate the TBT Disputes over National Treatment
	Chapter Seven: An Introduction to the Sanitary and Phytosanitary Measures
	    Section 1: Meaning of the SPS Measures
	    Section 2: Notifications and Comments on SPS Measure
	Chapter Eight: The SPS Agreement of the WTO
	    Section 1: Main Contents of the SPS Agreement
	    Section 2: Equivalence Recognition of SPS Measures
	    Section 3: The framework of the SPS Agreement
	Chapter Nine: The Disputes over SPS Measures
	    Section 1: An Overview of the SPS Disputes
	    Section 2: Specific SPS Disputes：United States – Certain Measures Affecting Imports of Poultry from China
	Chapter Ten: SPS Measures and Risk Assessment
	    Section 1: Implication of Risk Assessment
	    Section 2: Major Rules on Risk Assessment and their implementation
	    Section 3: Different Risk Assessment Mechanisms under the SPS and TBT: Case Studies

Workload:	Contact hours: - Lectures 32 hours
Language:	English
Curricular relevance:	Bachelor
Literature:	
Required Reading:	

Module R0501L00	Survey of China	
Semester:	2018-2019-2	**Prerequisites:**
Contact Hours:	2 per week	**Credit Points:**	2
Type of Subject:	Required	**Assessment:**	Final Exam

Teaching Method:	Lectures, Exercises, Seminar，Projects
Lecturer:	Liu Meilan
Objectives / Learning outcomes:	This course is a compulsory course for overseas students. It systematically introduces the cultures and societies of China, covers many knowledge aspects of china, such as geography, history, politics, economy, social life, customs and education. Through one-semester learning, overseas students are expected to increase the cross-cultural sensibility, the ability to make cultural comparisons, and flexible and endurable attitudes toward cultural diversity, and their Chinese language articulation. The main working language is Chinese. And multimedia and videos are used as aids. The recommended textbook is the main source, but not the only source. Sources of information are from reliable websites and other references. Course Objectives: 　　1. To know about and grasp the general cultural knowledge of China in the aspects of geography, history, politics, economy, social life, customs, education and the current situation and its developing prospects. 　　2. To comprehend Chinese articles through extensive reading and to master the ability of catching the Chinese broadcasting programs and lectures about China. 　　3. To grasp the special vocabulary and expressions with cultural connotations, to enlarge vocabulary and thus to increase the ability of interpretation and translation. 　　4. To apply what is learned in class to the cultural communications with Chinese students, and to increase the cross-cultural ability.
Content:	Chapter 1 The Geographical Environment and Chinese Culture Chapter 2 The History and Society of China Chapter 3 Chinese Traditional Thoughts Chapter 4 Ancient Chinese People's Life Chapter 5 China's Contribution to the World's 　　　　　　Science and Technology Chapter 6 Migration and China's Social Changes Chapter 7 Awareness and Collision Between China and the West Chapter 8 China in Modern Times and Western Civilization Chapter 9 The Life of Modern Chinese People Chapter 10 Political System and Basic Policies of 　　　　　　China in the Present Age Chapter 11 China Gradually Integrating into the

	International Community Chapter 12 Society and Culture
Workload:	**Contact hours:** - Lectures 32 hours **Self study:** - Preparation, follow-up work**:** 20 hours **Project:** - Literature Search, Discussions: 10 hours - Report Writing and presentation: 10 hours
Language:	English and Chinese
Curricular relevance:	
Literature:	
Required Reading:	

Module Y0806L00	Electronics Projects (Lab)		Business Management
Semester:	2018-2019-2	**Prerequisites:**	
Contact Hours:	16 per week	**Credit Points:**	3
Type of Subject:	Required	**Assessment:**	Final Project

Teaching Method:	Exercises
Lecturer:	
Objectives / Learning outcomes:	The Electronics Projects (Lab) aims at improving students 'practical and innovative abilities. It aims to impart the basic knowledge of electronic components and electronic products, the theory and technology related to electronic engineering as the main line, and takes the production of electronic products as the training means. It also integrates Multisim simulation design and Altium Designer circuit board design practice. Form a multi-level practical teaching system which integrates the knowledge and performance testing of electronic components, manual welding, technological practice of electronic products, electronic CAD, independent design and other projects.
Content:	- the basic knowledge of electronic components and electronic products - the theory and technology related to electronic engineering
Workload:	**Contact hours:** - Lectures ?? hours **Self study:** - Preparation, follow-up work**:** ?? hours **Project:** - Literature Search, Discussions, Concept: ?? hours - Execution, Report Writing: ?? hours
Language:	Chinese
Curricular relevance:	Bachelor Engineering students
Literature:	
Required Reading:	

Draft:
Module - Electronic Circuit

This course is an important basic course for automation and electrical information majors. Through the study of this course, students can master the characteristics, parameters and models of common semiconductor devices, and master the composition, working principle and basic analysis methods of basic electronic circuits and engineering calculation methods. To make students have the preliminary ability to analyze, calculate and study the simple electronic system, lay a solid and necessary foundation of electronic circuits for subsequent courses. The course teaching focuses on the classroom teaching, and combines the independent learning and the following experimental teaching, so that students can acquire the basic theory, basic knowledge and basic skills of electronic technology, this course can cultivate students' ability to analyze and solve problems. In classroom teaching, we would fully introduce interactive links, and the small-class discussions in large-class teaching and so on, make full use of various network teaching platforms, teaching videos, teaching AIDS and network resource links and so on to constantly improve the quality of teaching. The score of the course is consisted of ordinary performance(30%) and End-of-Semester results(70

Draft:
Module - Fundamentals of Machine Design

"Fundamentals of Machine Design （Overseas Student）" is an important technical basic course for Industrial Engineering Major and Information Technology Major etc.. It mainly studies the working principle, structural features, basic design theory and design methods of common machinery and common parts in machinery. Through the study and practice of this course, the students can master the working principles, characteristics, functions, applications and basic design theories and design methods of common institutions, mechanical parts and mechanical structures, and train students to have the preliminary use of manual to design mechanical transmission devices and simple machinery, so that students can get the preliminary mechanical design training, initially equipped with certain mechanical design capabilities, finally lay the technical foundation for future work in design, technology, operation and management.