

## COURSE INFORMATION

Courses with Code BUS, MGT, MKT, FIN or MIS can be counted as Business Related Courses.

Each student is required to choose a minimum of 15 credits as a FULL-TIME student in China. The maximum of the credits for each semester is 26.

### ➤ Business Related Courses

1. **Course Code:** BUS100      **Course Name:** Introduction to Business (**Required**)  
**Credits:** 2      **Maximum Size:** 40      **Prerequisite Course:** None

**Course Information:** An overview of business at an early stage can spark students' interest in future business courses. This course enables students to learn about business in an exciting way. It provides a wide variety of company specific examples.

Learning Objectives:

- To provide a basic knowledge and understanding of business in general
- To develop an understanding of the functional areas of business and their relations
- To create awareness of the challenges of doing business

2. **Course Code:** BUS150      **Course Name:** Microeconomics (**Required**)  
**Credits:** 3      **Maximum Size:** 40      **Prerequisite Course:** None

**Course Information:** This module introduces economics as a social science covering: scarcity, resource allocation and opportunity cost: an introductory analysis of consumer behavior: the economics of firms and markets: production and costs: the classification and analysis of markets: efficiency concepts and market failure: the gains from international trade and the impact of trade restrictions: economic growth and structural change. It gives an overview of the basics of economic theory and the specifics of microeconomic decision making. It also examines consumer choice and need, product markets, monopolistic competition and oligopoly, the labor market, capital and financial markets.

3. **Course Code:** BUS155      **Course Name:** Macroeconomics (**Required**)  
**Credits:** 3      **Maximum Size:** 40      **Prerequisite Course:** None

**Course Information:** This course will introduce the basic concepts and models of macroeconomics to help students to better understand the workings of the economy as a whole. Every day the media discusses the state of the economy and what the government is or is not

doing about it. The scope of macroeconomics and the health of the macroeconomic is something that impacts on individuals, households and businesses large and small.

Initially this course will look at the key measures included in the scope of macroeconomics and students will develop an understanding of these and their importance to everyday lives. Differing and contrasting schools of thought as to what are the priorities in managing the macroeconomic and how these ends should be achieved. It is the aim of this course that students understand the macroeconomic theories that underpin these different schools of thought and can form their own informed position on these, so as to make better judgments and decisions in their individual, civic and business lives.

Following the financial crisis of 2008, economists, both academic and practicing, were criticized and questioned for not predicting or preventing the crash and again this course should help students to form their own position on this. Also recently economics has come under criticism for not addressing some of the key issues in today's global economy such as increasing inequality and environmental degradation. The course will address some of these recent criticisms and students will evaluate the responses from some sectors of the economic community.

4. **Course Code:** BUS251      **Course Name:** Essential of Business Law (**Required**)  
**Credits:** 3                      **Maximum Size:** 30                      **Prerequisite Course:**  
None

**Course Information:** This course introduces students to the basic elements of business law, including contracts, torts, agency, company law, employment law and secured transactions. It serves as a foundation for a further exploration of legal issues relating to the international economic environment with respect to both civil law and common law countries. Legal principles are introduced through case law analysis as well as through discussions of modern developments in the law. Students will learn to analyze fact patterns in order to better understand the legal ramifications of business issues in the contemporary world.

Objectives include:

- To understand the concept of torts and the legal tests to prove whether a tortious act was committed
- To understand the structure and formation of a contract, the elements of a valid contract and exceptions to the fundamental rules of contract
- To understand the nature of breach of contract, how to sue for breach of contract, remedies and damages
- To understand the nature of agency law, what is an agent, the powers, duties and responsibilities of agents
- To understand the basic elements of employment law including hiring, termination, implied rights, notice provisions and non-compete clauses

5. **Course Code:** BUS350      **Course Name:** Cross Cultural Communication (**Required**)  
**Credits:** 2                      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** In today's globally integrated world, awareness of the cultural background of others is blurred by multinational organizations absorbing all nationalities into their own business culture. However, how individuals understand the world around them is based on their own cultural upbringing and misunderstandings frequently occur even at the lower and the higher levels of management, in job-performance and particularly in inter-cultural business transactions.

This course develops students' understanding of the hidden aspects of culture that affect our everyday business. Flexible intercultural business communication is necessary to be successful in professional life. Using practical applications of analyzing, conceptual tools, and everyday examples students will learn to be aware on how to apply adjustments to their professional communications to improve their chances for success.

6. **Course Code:** BUS402 **Course Name:** Business Ethics and Corp Social Responsibility  
**(Required)**                      **Credits:** 3  
**Maximum Size:** 35      **Prerequisite Course:** None

**Course Information:** This course considers the influence, impact and responsibilities of corporations in the context of sustainable world business. The course is designed to introduce and discuss the social, ethical and environmental concerns faced by corporations and multinational organizations. The course will enable students to engage with the many conflicting issues concerning corporate social responsibility and to develop appropriate frameworks of evaluation.

Students will be enabled to objectively assess corporate social responsibility issues, the corresponding regulating initiatives and the responses. The primary class activities include, but not limited to, lectures, group discussions, research projects and presentations. Each participating student will be required to select and arrange a one-day local field trip to a business organization via the office of the Center of International Programs (CIP) and make a presentation.

Throughout the semester, this course will cover major topics including Basic Ethics, Ethical Problems in Business Environment, Strategy and Value Creation, International Business Ethics, International Initiatives and the discussions of ethics in the business areas of Leadership, Marketing and Operations (including Environment and Public Health), Finance and Accounting, and Management (including Human Rights, Labor Conditions and Corruption).

7. **Course Code:** BUS401 **Course Name:** Entrepreneurship & Innovation **(Required)**  
**Credits:** 3                      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** This course on Entrepreneurship will be very Inspirational and informative which will introduce students the process of entrepreneurial success. There has never been a more exciting and opportunistic time to study entrepreneurship. Around the world, the current economic crisis is not just negatively affecting business; but this crisis is also generating business opportunities for the creative and daring. This course will give students insight as to how to take advantage with Entrepreneurship by Launching New Ventures—this course will

introduces students to the process of entrepreneurial success and shows them how to be effective every step of the way.

8. **Course Code:** BUS405                      **Course Name:** Case Integration (**Elective**)  
**Credits:** 3                                      **Maximum Size:** 30  
**Prerequisite Courses:** None

**Course Information:** This advanced course is about transforming business ideas into a real sustainable business entity. The instructor will not act as Instructor but as coach. Students will be coached from idea generating to research to making a business plan and last but not least to the real implementation of the business plan. There will only be seminars and workshops for all students at the same time, no formal weekly classes.

9. **Course Code:** BUS250              **Course Name:** Business              in              Emerging  
Markets              (**BIT Required**)              **Credits:** 3                              **Maximum Size:** 30  
**Prerequisite Courses:** None

**Course Information:** The purpose of this course is to introduce students of what should be important when doing business in emerging markets. For business executives from all around the world, markets in emerging countries seem to be more attractive than ever before. However, it is still difficult for people just experienced in developed countries to enter and achieve success at some of the emerging markets.

This course should offer students a strategic, multidiscipline vision of the present situation in the emerging markets all around the globe. At the same time, this course has to give students an understanding of the real economic and business mechanisms of those parts of the world considered as emerging markets. Students will analyze the major factors that could influence the economic and political strategies in emerging markets. It will also help students to face the new opportunities and challenges at the emerging markets.

10. **Course Code:** BUS300                      **Course Name:** International Business (**Required**)  
**Credits:** 3              **Maximum Size:** 40              **Prerequisite Courses:** None

**Course Information:** International Business course is an integrative course designed for senior year students. It is created with an aim to synthesize knowledge gained from a variety of fields, such as economics, marketing, management, organization theory and behavior, human resource management, logistics & supply chain management, finance, business law, quality management, strategic management, and others.

From a perspective of the ongoing globalization, a trend of connection of countries and regions throughout the world, the students will learn what doing business cross-culturally entails. They will learn to understand social, cultural, and religious differences among different nations, as well as what kind of implications they have on business in various markets. Politics and culture as social aspects will be discussed in detail, as well as different legal systems employed in different countries. Roles of governments in trade, small and large business affairs, their methods of promoting and restricting trade, and the structure of the global trading system will also be described. The trends of regional economic integrations will be examined in detail, as well as international financial markets and the international monetary system.

11. **Course Code:** BUS352      **Course Name:** E-Commence (**Required**)  
**Credits:**3      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** In this course, we will focus on concepts that will help the students understand and take advantage of the evolving world of opportunity offered by E-commerce, which is dramatically altering the way business is conducted and driving major shifts in the global economy.

In addition to explaining the history of the Internet and World Wide Web as backbones for e-commerce, we will discuss business models online companies use to monetize on their operations, and will use, as case studies, a number of companies that the students are likely to encounter on a daily basis in an everyday life, such as Facebook, Google, Twitter, Amazon, YouTube, Pinterest, eBay, as well as Chinese giants such as Alibaba and Tencent, and their daughter companies.

We will also have up-to-date coverage of the key topics in e-commerce today, from privacy and piracy, to government surveillance, cyber war, social, local, and mobile marketing, Internet sales taxes, intellectual property, and more.

➤ **Finance Related Courses:**

1. **Course Code:** FIN200      **Course Name:** Principles of Accounting (**Required**)  
**Credits:** 3      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** Introduces accounting with emphasis on the relationships between business events and financial statements. The primary objective is to develop students who can explain how any given business event will affect the income statement, balance sheet and the statement of cash flows. This objective also includes an understanding of the accounting cycle, accounting terminology, collection of accounting data, data entry into the accounting system, and the basic financial account statements.

2. **Course Code:** FIN250      **Course Name:** Managerial Accounting (**BBA Required**)  
**Credits:** 3      **Maximum Size:** 30      **Prerequisite Course:**  
Principles of Accounting

**Course Information:** Managerial accounting emphasizes the use of accounting information for planning, control, and decision-making purposes in all types of organizations. This course explores topics in the areas of cost behavior, cost-volume-profit analysis, relevant cost analysis, cost accumulation and assignment, activity-based costing, profit planning and control, performance evaluation, responsibility accounting, and product costing systems.

Objectives:

- Identify how different costs are classified and used for different managerial accounting

purposes

- Calculate product costs used for financial reporting
- Use cost information for planning purposes
- Use cost information for control purposes
- Use cost information for decision-making purposes

3. **Course Code:** FIN310      **Course Name :** International Finance **(BIT Required)**  
**Credits:** 3      **Maximum Size:** 30  
**Prerequisite Courses:** None

**Course Information:** Course content also focuses on the foreign exchange market and balance of payments in international trade. Macro policies in open economies, such as flexible exchange rates and the nature of world money, are examined. Theories and policies of foreign direct investment are considered. The course explores various techniques managers used by managers to hedge against exchange risk.

➤ **Management Related Courses:**

1. **Course Code:** MGT100      **Course Name:** Management Essential **(Required)**  
**Credits:** 2      **Maximum Size:** 40  
**Prerequisite Course:** None

**Courses Information:** The aim of the course is to provide students with an overview of the basic knowledge and skills needed to effectively and efficiently manage others in a modern business setting. This course begins with a discussion of management generally and historically, and then covers the traditional functions of management: planning, organizing, leading and controlling. Lectures and class discussions, in addition to homework assignments, are intended to help students to understand the needs of modern private and public organizations.

2. **Course Code:** MGT250      **Course Name:** Strategy Management **(Required)**  
**Credits:** 3      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** This course is an introduction to the field of Strategic Management. It covers the key concepts and theories in the field and how they can be applied to real business situations. All topics are illustrated with case studies about real companies in various different industries. Both lectures and classes will be organized around business cases; in the classes, students are expected to make presentations and to participate actively in the discussions.

3. **Course Code:** MGT301 **Course Name:** Logistics & Supply Chain Management **(Required)**  
**Credits:** 3      **Maximum Size:** 30

**Prerequisite Course:** None

**Course Information:** Supply Chain Management provides an overview of all business activities related to logistics and supply chain operations. The Supply Chain Management course is designed to create awareness of the strategic importance of Logistics and Supply Chain Management. The course shows how business success is achieved by creating value throughout domestic and international supply chains. Focus will be on the situation in China. The aim of this course is to introduce students to the important concepts relevant in supply chain management.

Course Objectives:

- . To provide an understanding and appreciation of the unique concept of Supply Chain Management.
- . To develop an ability to analyze critically Logistics Management issues.
- . To apply Logistics and Supply Chain Management theories in practice in China.

4. **Course Code:** MGT200    **Course Name:** Organizational Behavior (**BBA Required**)  
**Credits:** 3                      **Maximum Size:** 40  
**Prerequisite Course:** None

**Course Information:** This course deals with human behavior in a variety of organizations. Conceptual frameworks, case discussions, and skill-oriented activities are applied to each topic. Topics include communications, motivation, group dynamics, leadership, power, the influence of technology, and organizational design and development. Class sessions and assignments are intended to help participants acquire the skills that managers need to improve organizational relationships and performance.

This course is designed to deepen your knowledge of organizational behavior from an individual, group, and organizational perspective; and to encourage you to reflect on and apply this knowledge in ways that will enhance your abilities as a manager. Specific learning objectives

Include:

- Describe current research in organizational behavior and identify how can be applied to workplace settings
- Understand how application of OB frameworks, tools, and concepts can enhance individual, group, and organizational effectiveness
- Reflect on your own beliefs, assumptions and behaviors with respect to how individuals, groups and organizations act in order to expand your approaches and increase your own organizational effectiveness.

5. **Course Code:** MGT400    **Course Name:** Operations Management (**BBA Required**)  
**Credits:** 3                      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** This course provides students with concepts, techniques and tools to design, analyze and improve operational capabilities of an organization. The course covers a broad range of application domains and industries such as electronics, online services, sustainability, insurance, health care, retail, fashion, automotive, manufacturing, and more. The topics covered include: process analysis and innovation, capacity analysis, inventory management, postponement, production control, supply chain design, coordination, and sustainability, operational risk, quality management, revenue management and pricing.

Objectives include:

- Develop an understanding of and an appreciation for the production and operations management function in any organization.
- Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.
- Find the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.
- Examine the importance of product and service design decisions and its impact other design decisions and operations.

6. **Course Code:** MGT300                      **Course Name:** Human Resource Management (**BBA Required**)                      **Credits:** 3                      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** This course is intended to introduce students with fundamentals of managing human resources today. They will learn about the history and evolution of HRM practices that lead to modern practices in staffing and talent management, recruiting and selecting the new employees, their continuous training and development, performance and talent management, as well as compensations. Apart from the core HRM processes, stress will also be placed on managing equal opportunity and sustaining diversity in employee pool, caring about ethical issues, employee rights and fair treatment at work. Unions as labor organizations and working and resolving issues with them will also be discussed. Another important aspect of HRM that will be thoroughly discussed is improving employee safety, their health at work place, and physical security.

7. **Course Code:** MKT 320                      **Course Name:** Brand Management (**Elective**)  
**Credits:** 3                      **Maximum Size:** 40  
**Prerequisite Course:** Marketing Basics

**Course Information:** This course is designed for senior years' students to introduce them to branding and brand management as the final stages of economic development of a country. We will provide insights into how profitable brand strategies are created by building, measuring, and managing brand equity.

The concept of brand equity will be the main focus of this course, and we will provide the students with a valuable perspective, and common denominator to interpret the potential effects and trade-offs of various strategies and tactics brand managers across the globe employ. By giving students the foundation, we will allow for a broad exploration of a complicated subject. The brand equity concept will serve as the bridge between what happened to the brand in the past, and what should happen to it in the future.

8. **Course Code:** MGT310                      **Course Name:** Quality Management (**Required**)  
**Credits:** 3                      **Maximum Size:** 40



**Prerequisite Courses:** Management Essentials

**Course Information:** This course is intended to provide the students with solid understanding of quality management as one of the main functions within an organization. Throughout the course, students will learn about the history of quality management, from scientific engineering and its early concepts in 1800s, to scientific management as seen by Taylor, down to Deming's total quality management. They will learn about the very nature of quality management and place and role of quality system within the organization as dictated by the demands of the modern market, through quality management principles in the systems as whole, processes, and products and services as end goals. Concepts of quality planning, quality control, quality improvement, and quality assurance will be covered in detail.

➤ **Marketing Related Courses:**

1. **Course Code:** MKT250                      **Course Name:** Marketing Basics (**Required**)  
**Credits:** 3                                      **Maximum Size:** 40                      **Prerequisite Course:** None

**Course Information:** Marketing plays a central role in any business activity in today's highly competitive marketplace. Companies of all kinds — from consumer product manufacturers (such as Apple, Nokia, Samsung, etc.) to industrial product manufacturers (such as Airbus, Intel, Pirelli, etc.), from banks (such as HSBC, Bank of China, Morgan Stanley, etc.) to non-profit organizations (such as Unicef, Greenpeace, Amnesty International, etc.) — have to use marketing to understand, satisfy and keep their customers, thereby growing their business. In this context, those organizations which do not place sufficient emphasis on the marketing function are likely to struggle and eventually go out of business.

This course introduces students to the core principles of marketing, both from a theoretical and practical viewpoint. Thus, the course emphasizes the close link between marketing theory and practice by relying heavily on case studies of companies.

2. **Course Code:** MKT406                      **Course Name:** Service Marketing and Management (**Required**)  
**Credits:** 3                                      **Maximum Size:** 40  
**Prerequisite Course:** Marketing Basics

**Course Information:** As defined by government statistics, services (including entertainment, hospitality, retailing, healthcare, education, transportation, insurance, consulting, banking, etc.) account for a major share of the gross domestic product (GDP) of industrialized economies (USA, EU, Japan, etc.) and, increasingly, emerging economies (China, India, Brazil, etc.). Furthermore, the current list of Fortune 500 include more service companies than manufacturing companies, thereby highlighting the important role that service firms play in creating employment and wealth. In such context, it is essential for the modern manager to understand the peculiarities of the service sector.

This course offers an introduction to marketing and managing services in the contemporary economy. The major theme of the course is that service organizations differ in many respects from manufacturing businesses, therefore requiring a distinctive approach to planning and

implementing marketing strategy. Through the use of case studies ranging from Singapore Airlines, through Hilton and Starbucks, to Giordano, the course will cover topics such as: understanding service products, consumers and markets; applying the 4Ps of marketing to services; designing and managing the customer interface; developing customer relationships; and striving for service excellence.

3. **Course Code:** MKT310 **Course Name:** International Marketing and Sales (**MKT Required**)  
**Credits:** 3 **Maximum Size:** 40  
**Prerequisite Course:** Marketing Basics

**Courses Information:** This course is to provide insight in how to apply the principles of marketing to international cross-border business. It will address what the consequences are for the marketing of a company or product, if it does international business outside its home market. It will not only aim at providing the theoretical concepts of global marketing and sales but will illustrate how it works in real life. Core question to be addressed is the dilemma global vs. local in the marketing approach to foreign markets.

It will deal with the following subjects:

- The macro environment of doing cross-border business
- The strategy and business models to use in internationalization of businesses.
- The application of the 4p's in international marketing
- The internal organizational consequences of going international.

Course Objectives:

- To get full understanding of the basic concepts of international marketing and sales
- To train the students in what it means to work in sales and marketing in an internationalizing business and to give practical clues
- To train the students in certain behavioral skills that are vital in their future professional endeavors, like: team work skills, good communicative skills, knowing how to bring forward an opinion, open-mindedness, knowledgeable, reflectiveness.

4. **Course Code:** MKT400 **Course Name:** Customer Relationship Management (**BIT Required**)  
**Credits:** 3 **Maximum Size:** 30  
**Prerequisite Course:** Marketing Basics

**Course Information:** This course concentrates on the importance of the customer for organizational stability and growth.

- The course is designed to introduce and discuss the customer as key element for organizational strategic decisions-making.
- The course will enable students to engage with the many entailed issues leading to selection, retention and expansion of customers and markets.
- The primary class activities include, but are not limited to, lectures, group discussions, research projects, one presentations and the design of a CRM program for a real organizations.
- Throughout the semester, this course will cover major topics including the history of CRM, general knowledge, key concepts and terminologies, CRM across industries, CRM existing systems and consequences of CRM for the organization.

5. **Course Code:** MKT290 **Course Name:** Digital Marketing (**Elective**)  
**Credits:** 3 **Maximum Size:** 30

**Prerequisite Courses:** Marketing Basics

**Course Information:** In this course, we will explore the ever-changing, dynamic world of digital marketing, including topics such as website development, online listening, and monitoring, website traffic analytics, search engine optimization, search and display ads, affiliates, email marketing, and social media.

The course is designed for students to experience thinking like a digital marketing professional, to learn the essential digital marketing tactics, to prepare a digital marketing plan, and to provide experience with industry - relevant hands - on assignments and exercises.

6. **Course Code:** MKT360           **Course Name:** Retail Marketing and Management (**BMK Required**)  
**Credits:** 3                           **Maximum Size:** 30  
**Prerequisite Course:** Marketing Basics

**Courses Information:** The goal of this course is to offer the most current and comprehensive introduction to the ever-evolving world of retail from a marketing management perspective. We will get immersed in the subject by looking at how retail strategies are formed, analyzing the activities of a wide range of actual retailers (large and small, goods and services, domestic and global) and explore the possibilities for you to embark on a career in retail.

The concept of a ‘strategic-experiential approach’ to retail is the cornerstone of this course. First, a clearly-defined ‘retail strategy’ is the overall framework of action that guides the retailer to successfully cope with a complex, changing environment. Second, a unique ‘total retail experience’ is the prerequisite to build customer satisfaction and therefore long-term profitable relationships.

7. **Course Code:** MKT450           **Course Name:** Marketing Communication (**MKT Required**)  
**Credits:** 3                           **Maximum Size:** 30  
**Prerequisite Course:** Marketing Basics

**Course Information:** This course offers an introduction to the theories, methods and tools of integrated marketing communications. The steady decline in traditional media viewing combined with the rise of the Internet and social media have changed the marketing communications environment dramatically. As a result, while the opportunities to reach potential customers have increased, at the same time the challenges that firms face in competing in a more sophisticated and cluttered market have become greater. In this ever-changing environment, a company’s success depends on its ability to communicate its value proposition effectively through a carefully integrated program that can deliver a clear and consisting message.

8. **Course Code:** MKT300           **Course Name:** Consumer Behavior (**Elective**)  
**Credits:** 3                           **Maximum Size:** 30  
**Prerequisite Course:** Marketing Basics

**Course Information:** We are all consumers. We buy groceries, clothes, cell phones and computers. We purchase services ranging from bank accounts to college education. We also pay money to enjoy experiences, such a trip to Disneyland or a holiday! However, we also know that consumers are different from one another. We buy different clothes, use different cell phones (unless you are just another iPhone fanatic!), and eat different foods. Moreover, even the same consumer can make different decisions depending on the situation. So how can we unpack the complexity of consumer behavior? More to the point how can marketing managers understand what consumers need and design effective marketing offerings? In this course, we will try to learn

how and why consumers behave the way that they do. We will explore our intuitions and perceptions about our own behavior as consumers. Then we will link those intuitions to theories about consumer behavior as developed in marketing, psychology, sociology, economics and other behavioral sciences. Finally we will learn how to use these theories to predict how consumers will respond to different marketing activities.

9. **Course Code:** MKT350                      **Course Name:** Fashion Marketing (**Elective**)  
**Credits:** 3                                      **Maximum Size:** 25  
**Prerequisite Course:** Marketing Basics

**Course Information:** Fashion is often perceived as one of the most glamorous industries in the world. Yet, fashion is also a very competitive industry where the rate of failure of new and existing businesses is extraordinarily high. This course will highlight the crucial role that marketing plays in building a firm's competitive advantage in the fashion industry. Marketing is part of fashion's DNA, bridging the gap between the creativity of designers and the concrete reality of business.

The course will focus on key issues in fashion marketing, including: the correct identification of customer needs; the development of appealing products and brands; the creation of persuasive communications strategies; the effective management of distribution channels; and the role of social-media and e-commerce, etc. Emphasis will be placed on the application of marketing theories to the practice of fashion through the discussion of videos and case studies from a wide range of fashion brands, including Chanel, Armani, Alexander McQueen, Tom Ford, Burberry, Diesel, H&M, Zara, Nike, etc.

➤ **Trade Related Courses:**

1. **Course Code:** ITD 250                      **Course Name:** International Trade (**BIT Required**)  
**Credits:** 3                                      **Maximum Size:** 40  
**Prerequisite Courses:** None

**Course Information:** This course is intended to give students a broad and systematic overview of both the theory and practice of major issues in international trade. It also familiarizes students with theoretical and practical international trade policies and helps them to understand the history of international trade and the importance of international trade for modern world economies. Through the specially designed team assignment students will be able to learn about sourcing, the process of negotiations with suppliers, international transportation, international payment, documents and legal issues in international trade and international regulations for import/export contracts.

➤ **Statistics Related Courses:**

1. **Course Code:** STA100                      **Course Name:** Fundamental Math (**Required**)  
**Credits:** 3                                      **Maximum Size:** 40                      **Prerequisite Course:** None

**Course Information:**

This course includes:

- 1) Linear Equation  
More than one linear equation, Different forms of linear equations, Equation in One, Two and Three dimension, slope intercept form, Plotting, How to find line from, two points, from point and slope, Application of linear equations. (2)
- 2) Matrix Algebra  
Systems of linear equations in two variables, Systems of linear equations and augmented matrices, gauss Jordan elimination , Matrices basic operation, Inverse of a square matrix, Matrix equations and systems of linear equations (2)
- 3) Linear Programming
- 4) Markov Chain
- 5) Mathematics of Finance  
Simple Interest, Compound Interest, Compound Continuous interest
- 6) Sequences and Series  
Identification of Arithmetic series, Identification of geometric series, nth term formula for arithmetic series and geometric series, Sum of Arithmetic series, Sum of geometric series, sum of infinite geometric series.

2. **Course Code:** STA101                      **Course Name:** Basic Math to commerce I **(Required)**  
**Credits:** 3                                      **Maximum Size:** 40  
**Prerequisite Course:** Fundamental Math

**Course Information:**

- System of Linear Equations and its application. More than one linear equation, Different forms of linear equations, Equation in One, Two and Three dimension, Application, slope intercept form, Plotting, How to find line from, two points, from point and slope.
- Functions and its application. Definition, Domain and Range of function, Composite function, Even and odd function, Graph of function, Linear and quadratic function, cubic function polynomial function, rational function, Logarithmic and exponential function.
- Matrix Algebra. Properties of Matrix, Properties of Determinant, Inverse of Matrix and determinant, Solution of Systems (Cramer and Determinant methods, Gauss Elimination, and Gauss Jordon Methods), Application in Business.
- Sequences, Series.
- Simple Statistics, Mean, Median, Mode, Geometric Mean.

3. **Course Code:** STA150                      **Course Name:** Basic Statistics  
**(Required) Credits:** 3                                      **Maximum Size:** 40  
**Prerequisite Course:** Basic Math for Commerce I

**Course Information:**

This is a basic course in statistical thinking and analysis. The primary goals are to help the student:

- Develop ability as well as awareness of statistical thinking and decision-making utilizing statistical tools.
- Acquire techniques to apply the proper advanced statistical tools to a broad range of business problems and situations using EXCEL and other spreadsheet techniques.
- Acquire statistical tools required for advanced statistical analyses of business data Topics covered include descriptive statistics and presentations, basic probability, sampling methodology

and statistical inference, hypothesis testing, and regression analysis and correlation.

➤ **Management Information System Related Courses:**

1. **Course Code:** MIS350 **Course Name:** Management Information Systems (**Required**)  
**Credits:** 3 **Maximum Size:** 40  
**Prerequisite Course:** None

**Course Information:** Many traditional business processes have been transformed by the digital economy. This course introduces students to information technologies that are used to create and enhance both competitive positioning and effective management practices in business and commerce. This course also covers the relationship among various information technologies, business processes and organization performance.

➤ **Language Related Courses:**

1. **Course Code:** LNG160 **Course Name:** Academic Writing (**Required**)  
**Credits:** 5 **Maximum Size:** 25  
**Prerequisite Courses:** None

**Course Information:** Academic Writing is a comprehensive writing course for intermediate and advanced learners and for non-native English speaking college students. This is a preparatory course for Research Paper writing. It applies a process-oriented approach where the structure of paragraphs and essays and their important components are taught in stages. The models and practices feature current and general academic topics which may also provide practice using English in technical, scientific and business contexts.

The course is structured to give opportunity for ESL students to interact with wide range of reading academic text while working with grammatical structures and mechanics. It is a 3 hour weekly course exclusive of required consultation hours within the term.

2. **Course Code:** LNG100 **Course Name:** Comprehensive Chinese I (**Required**)  
**Credits:** 8 **Maximum Size:** 15  
**Prerequisite Course:** None

**Course Information:** Through learning 18 texts for 140 credit hours, students are able to master 500 elementary Chinese vocabulary and some elementary Chinese phrases and sentence orders. In addition, they can know Chinese characters tenses and learn how to introduce oneself, ask for help, make inquiries, express appreciation, give advice and so on. Moreover, they can communicate with others on daily familiar topics in Chinese, such as self-introduction, family and orientation introduction, time inquiry, asking and giving directions, buying, dishes orders, weather topics and so on, which satisfy students' basic living needs in china.

3. **Course Code:** LNG150      **Course Name:** Comprehensive Chinese II **(Required)**  
**Credits:** 8      **Maximum Size:** 20  
**Prerequisite Course:** Comprehensive Chinese I, or based on the result of placement test

**Course Information:** Through learning 12 texts for 110 credit hours, students are able to master 360 common Chinese vocabulary and some more complicated Chinese phrases and sentence orders. In addition, they can learn how to make comments, give others' advice, say good-bye, refuse gently and so on. Moreover, they can have elementary social skills in life, study and work, also narrate one thing better and have a conversation on daily topics in Chinese. They can also deal with most social events when travelling in China.

4. **Course Code:** LNG155      **Course Name:** Comprehensive Chinese III **(Required)**  
**Credits:** 6      **Maximum Size:** 20  
**Prerequisite Course:** Comprehensive Chinese II, or based on the result of placement test

**Course Information:** Through learning 12 texts for 110 credit hours, students are able to master 300 common Chinese vocabularies, 50 language programs such as some special sentence patterns, complex sentences and idioms. In addition, they can talk with Chinese people better such as the discussion of the school, personal shopping experience, travelling plan, health, friends and so on. Moreover, they can deal with daily problems and express daily topics better in paragraphs for 150 Chinese characters.

5. **Course Code:** LNG180      **Course Name:** Comprehensive Chinese IV **(Required)**  
**Credits:** 6      **Maximum Size:** 20  
**Prerequisite Course:** Comprehensive Chinese III, or based on the result of placement test

**Course Information:** Through learning 12 texts for 110 credit hours, students are able to master 360 advanced common Chinese vocabularies, 45 language programs such as some special sentence patterns, complex sentences and idioms. In addition, they can master oral Chinese expressions and talk with Chinese people better such as the discussion of competition, sports, fitness, travelling, hobbies, ideal job, climates, films, TV and so on. Moreover, they can discuss extensive topics fluently, express their own opinions and express daily topics in paragraphs with 200 Chinese characters.

6. **Course Code:** LNG255      **Course Name:** Business Communication in Chinese  
**(Elective)**      **Credits:** 3      **Maximum Size:** 25

**Prerequisite Course:** Comprehensive Chinese IV or equivalent

**Course Information:** This course is to develop the student's ability to communicate in business using Chinese through the study of language structure, language function, and related cultural knowledge along with the training of listening and speaking.

The lesson is designed for foreigners to learn business Chinese. Students will be introduced continuously and systematically to frequently used Chinese vocabulary and patterns in business such as visiting factory, company conference, introduce production, make a contract. As they take this course, they will be put a fully Chinese immersion environment during each class

throughout the semester to develop their Chinese business communication skills. And at the same time, they also have time to develop their listening.

7. **Course Code:** LNG110    **Course Name:** Academic Language Preparatory Course  
**(Required)**                      **Credits:** 4                      **Maximum Size:** 25

**Course Information:** The Academic Learning Preparatory course (ALPC) is designed to assist the student in developing the skills required to successfully complete a university degree using English as the language of study. This course is a pre-requisite for those students whose English skills are not at the level required to begin a foundation program of study at this university.

➤ **Chinese Cultural Related Courses:**

1. **Course Code:** CNC150    **Course Name:** General Outline of China **(Required)**  
**Credits:** 2                      **Maximum Size:** 40

**Course Information:** This is a course for the students who are interested in Chinese history, geography and culture.

**Course Objectives:**

- Having basic knowledge about Chinese history
- Having basic knowledge about Chinese geography
- Having basic knowledge about Chinese culture

**Expectation:**

- Knowing the great figures in Chinese history
- Knowing the crucial events occurred before 1949
- Remembering the names of big rivers, mountains, famous cities and the legends
- Understanding the differences and similarities between each ideologies
- Knowing the traditional virtues of China
- Appreciating the characteristics about ancient Chinese architecture, arts and crafts as well as Chinese Folk customs
- Trying to understand the life styles of common Chinese people

➤ **Fundamental Courses (Skills Related):**

1. **Course Code:** CIP400    **Course Name:** Research Methodology **(Required)**  
**Credits:** 3                      **Maximum Size:** 30                      **Prerequisite Course:** None



**Course Information:** This course introduces the Methods and Techniques of Research and is intended to enable students to make informed decisions about research strategy, design and methodology. It will enable students to write a research proposal; planning, outlining and presenting their own research and findings for their final thesis.

The course will cover the techniques needed to critically appraise published research and how to conduct a piece of original research. Topics will include the scientific method (including determining the research question or thesis statement), literature search techniques, research design, sampling, the organization of a research project, research ethics, conducting a case study, designing a questionnaire, interview techniques, measurement techniques, the analysis of qualitative and quantitative data, the presentation of results, dissemination and the identification of any secondary questions instrumental in defining future research projects.

2. **Course Code:** CIP155      **Course Name:** Advance Application of MS Office (**Required**)  
**Credits:** 2                      **Maximum Size:** 40  
**Prerequisite Course:** None

**Course Information:** Students will be introduced to the three basic Microsoft Office Applications - Word, PowerPoint and Excel. The fundamental skills acquired through this subject will equip the students with basic PC skills for business communications when they progress to the higher level where they will be required to write reports and letters, resumes, create presentations and formulate spreadsheets for data analysis.

**Course Objectives:**

- Formatting Business Reports with automatically generated Table of Contents, list of illustrations, and APA style of referencing
- Analyzing data with Excel, creating Charts, Creating Automated formula
- Creating professional business presentations with PPT, using hyperlinks, slide master

3. **Course Code:** CIP100                      **Course Name:** Road to College Success (**Required**)  
**Credits:** 2                      **Maximum Size:** 40                      **Prerequisite Course:** None

**Course Information:** Based on the notion that “Because everyone is unique, there is something each one is better at than anyone else,” this course is purposely designed for university students, especially the freshmen, to guide, inspire and support them to build a solid foundation for achieving their successful academic and career life by increasing their awareness of Self-Cognition, Self-Actualization and Self-Efficacy.

The course assists students to know in a depth her/his own strengths pattern and learn to articulate one’s best competencies thus to obtain a freedom for creating or attracting a job rather than finding one.

4. **Course Code:** CIP107                      **Course Name:** Aerobics (**Required**)  
**Credits:** 2                      **Maximum Size:** 30

**Course Information:** Physical course

5. **Course Code:** CIP116      **Course Name:** Badminton (**Required**)  
**Credits:** 2      **Maximum Size:** 30  
**Course Information:** Physical course

6. **Course Code:** CIP111      **Course Name:** Table Tennis (**Required**)  
**Credits:** 2      **Maximum Size:** 30  
**Course Information:** Physical course

7. **Course Code:** CIP117      **Course Name:** Volleyball (**Required**)  
**Credits:** 2      **Maximum Size:** 30  
**Course Information:** Physical course

8. **Course Code:** CIP106      **Course Name:** Basketball (**Elective**)  
**Credits:** 2      **Maximum Size:** 30  
**Course Information:** Physical course