

Shanghai University

English Course Guideline

2017-2018

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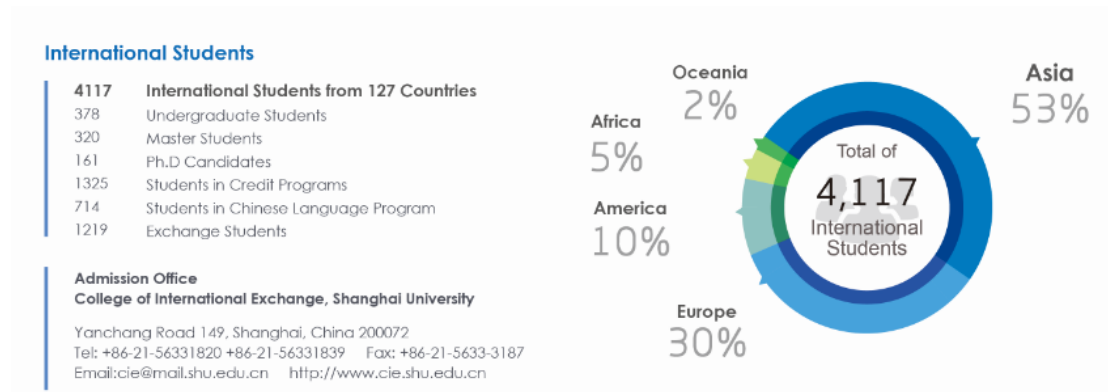
V. Master Program Course Introduction

Overview

Immersed in the distinguished heritage and pioneering track record in a leading global city, Shanghai University is situated in the heart of Shanghai. We combine educational achievement with forward-looking courses, attuned to the latest city developments in science, technology and culture.

Shanghai University has witnessed continuous progress and advancement of China, have a clear educational mission, with far-sighted objectives to cultivate talents with all-around development, global perspective and creative awareness.

Shanghai University is also known for its vigorous international exchanges and cooperation. So far the University has established academic links and cooperation with dozens of foreign universities, including faculty and student exchanges. Currently, over 4,000 international students are studying on Shanghai University campuses.

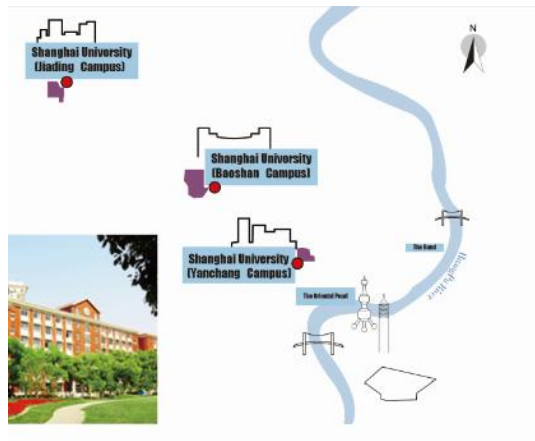


Three Campuses

Baoshan Campus (main campus)

Yanchang Campus

JiaDing Campus (SILC Business School)



Academic Calendar 2017-2018

Autumn Semester: September 10 – December 8

Winter Semester: December 10 – March 23 (Winter Vacation Feb.4 – Feb.27)

Spring Semester: March 25 – June 15

Summer Semester: June 18 – July 13 (Internship)

English Course List for Undergraduates

No.	Code	Course	Credits	Semester	Delivered by	
1	02085235	Professional English	4	Aut	College of Liberal Arts	
2	03004407	Intermediate Oral English	2	Aut&Win&Spr	School of Foreign Languages	
3	03004412	Intermediate Writing English	2	Aut&Win&Spr		
4	03004415	English Speech and Debate	2	Aut&Win&Spr		
5	04106080	Introduction to Information Culture	3	Aut	Department of Library, Information and Archives	
6	04135061	Public Economics	3	Aut	School of Economics	
7	04136012	Industrial Economics	3	Aut		
8	04145011	Econometrics	3	Aut		
9	04156003	Operation of International Trade	4	Aut		
10	04145002	International Finance	4	Aut&Spr		
11	04145003	Statistics	5	Aut&Spr		
12	04134050	Micro-Economics	4	Win		
13	04155001	Theory of International Trade	4	Win&Spr		
14	04134051	Macro-Economics	4	Spr		
15	04195083	Marketing Management	4	Aut		School of Management
16	04196066	Multi-national Company Management	4	Aut		
17	04196086	Intellectual Property Management	3	Aut		
18	04185066	Operations Management	4	Win		
19	04195062	Organizational Behavior	3	Spr		
20	06266162	Legal Systems of UK&US	2	Win	Law School	
21	06266163	Property Law	2	Win		
22	06265142	Legal Communication and Writing	2	Spr		

23	08306137	Big Data: Theory into Practice	4	Spr	School of Computer Engineering and Science
24	09326154	Mechanical Vibration Theory and Applications	3	Aut	School of Mechatronic Engineering and Automation
25	09365060	Principles of Automatic Control (1)	4	Aut	
26	09326150	CAD for Mechanical Manufacture	3.5	Spr	
27	10396084	New Concepts of Materials Design	2	Aut	School of Materials Science and Engineering
28	10406056	Supramolecular Chemistry	3	Win	
29	10416088	Basics of Inorganic Materials	2	Win	
30	12486124	Immunology A	3	Aut	School of Life Sciences
31	14556286	Cinematography and Lighting	4	Aut	School of Film and Television Art & Technology
32	17596235	Digital Advertising	3	Aut	
33	14556298	Introduction to Film Sound Recording	4	Win	
34	14546222	Journalism in Film	3	Spr	
35	18466138	Green Architecture	2	Win	Department of Civil Engineering
36	15195017	Consumer Behavior	4	Aut	SILC Business School
37	15196035	Procurement and Supply Management	4	Aut	
38	15196062	Intermediate Financial Accounting	4	Aut	
39	15196092	Brand Management	4	Aut	
40	15575024	Accounting for Business	5	Aut	
41	15575195	Integrating Business Perspectives	5	Aut	
42	15575196	International Finance Management	5	Aut	
43	15575193	Economics I	5	Aut&Win	
44	15575206	Global Context of Management	5	Aut&Win	
45	15195043	Cross-Culture Management	5	Aut&Spr	

46	15195045	Management Skills	5	Aut&Spr
47	15195052	Human Resource Management	5	Aut&Spr
48	15195016	Management and Organizations	5	Aut&Win&Spr
49	15195044	Principles of Marketing	5	Aut&Win&Spr
50	15579191	Doing Business in Asia	4	Aut&Win&Spr
51	15174090	Information Technology Foundations	4	Win
52	15195019	Innovation & Entrepreneurship	4	Win
53	15195046	Global Operations and Supply Chain Management	5	Win
54	15195048	Innovation and Small Venture Management	5	Win
55	15195050	Management Capstone	5	Win
56	15195051	International Marketing Analysis and Strategy	5	Win
57	15196003	Managerial Psychology	4	Win
58	15196033	Management Decisions	4	Win
59	15205008	Accounting for Business Decisions	5	Win
60	15575025	International Trade Theory	4	Win
61	15576091	International Finance	4	Win
62	15176063	Electronic Business	4	Spr
63	15195014	Modern Management Science and Operations Research	4	Spr
64	15195021	Organization Structure and Change	4	Spr
65	15196015	Computerized Business Application	4	Spr
66	15205012	Introduction to Financial Management	5	Spr
67	15575123	International Trade Practical A	4	Spr
68	15576090	Money and Banking	4	Spr
69	15579283	Business Negotiation Competence	4	Spr
70	15176025	Project Management	4	Win&Spr
71	15195025	Global Strategic Management	4	Win&Spr

72	15205016	Business Statistics	5	Win&Spr	
73	15575150	Academic and Business Communication	4	Win&Spr	
74	15575194	Economics II	4	Win&Spr	
75	22766020	Digital Editing on Video and Audio	4	Aut	College of Digital Arts
76	22766074	Story Creation	5	Aut	College of Digital Arts
77	2277C001	Forefront of Digital Media Industry	2	Spr	College of Digital Arts

English Course List for Master Programs

International Trade

School of Economics

No.	Code	Course	Credits	Semester
1	2XSL33103	International Business Environment and Operations	3	Aut
2	3XSL33102	Case Study of International Trade	4	
3	3XSL33103	Service Economics and Trade	4	
4	3XSL33104	Econometrics	4	
5	3XSL33107	Chinese Foreign Trade	4	
6	3XSL33108	Strategic Corporate Social Responsibility	4	
7	3XSL33109	International Settlement	4	
8	2XSL33101	Micro-Economics	5	Win
9	2XSL33102	Macro-Economics	5	
10	3XSL33101	International Marketing	4	Spr
11	3XSL33105	International Finance	4	
12	3XSL33106	Theory and Policy of International Trade	4	

Business Administration

School of Management

No.	Code	Course	Credits	Semester
1	2XS292002	Managerial Economics	4	Aut
2	3XS292033	Management Research Methodology	4	
3	2XS291003	Management II	4	Win
4	3XS292001	Operation Management II	4	
5	3XS292005	Consumer Behavior Research	4	
6	3XS292010	Brand Management	4	
7	3XS292015	Game Theory	4	
8	3XS292002	Strategic Management II	4	Spr

9	3XS292007	HR Management	4	
10	3XS292012	Organization Behavior	4	
11	4XS292001	Entrepreneurial Management	4	

Global Studies

College of Liberal Arts

No.	Modules	Code	Course	Credits	Semester
1	Basic courses	2XSL02401	Theories of Global Studies	4	Aut
2		0LY000004	Chinese Language	3	Win
3		2XSL02403	Modern History of China	3	
4		0LY000005	Overview of China	3	Spr
5		2XSL02402	China and Globalization	3	
6		2XSL02404	Foreign Relations of China	3	
7	History Module	3XSL02402	History of Ancient China	4	Aut
8		3XSL02404	Global History	4	
9		3XSL02401	Selected Readings on Chinese Classics	4	Win
10		3XSL02405	Politics, Economy and Society of Contemporary China	4	
11		3XSL02410	Islamic Movements	4	
12		3XSL02411	China and the Middle East	4	
13		3XSL02403	Religion and Chinese Society	4	Spr
14		3XSL02406	Confucianism and Chinese Culture	4	
15		3XSL02408	Contemporary International Relations	4	
16		3XSL02412	History of the Modern Middle East	4	
17	Sociology Module	3XSL02419	Migration and Urbanization	4	Aut
18		3XSL02420	Cultural Diversities in Contemporary China: Religion, Ethnicity, and State	4	
19		3XSL02421	Government, Law and Society in China	4	Win
20		3XSL02422	Social Stratification and Social Mobility in Contemporary China	4	

21		3XSL02423	Changes of Labor Relations in China's Market Reform	4	Spr
22		3XSL02424	Consumer Culture and Consumer Society Research	4	

International Relations and Diplomacy

School of Sociology and Political Science

No.	Code	Course	Credits	Semester
1	3XSL02701	Selected Readings on International Relations	4	Aut
2	3XSL02704	The Cold War: An International History	4	
3	3XSL02708	Chinese Foreign Relations	4	
4	3XSL02709	Global Challenges: Environmental and Economic Development Since 1950	4	
5	3XSL02714	Rise of Asia and New World Order	4	
6	3XSL02713	China and the Middle East		Win
7	2XSL02703	Theories and Methods of International Relations		
8	2XSL02702	Introduction to International Relations	4	Spr
9	3XSL02702	China and Main Power Relations	4	
10	3XSL02710	International Organizations in the 20th Century	4	
11	3XSL02703	China and South Asia	4	
12	3XSL02705	U.S.-China Relations	4	
13	3XSL02711	Think Tanks, International and Non-governmental Organizations	4	
14	2XSL02702	History of International Relations	3	

Asian Demographic Research

School of Sociology and Political Science

No.	Code	Course	Credits	Semester
1	2XS371002	Demographic Computation	4	Aut
2	3XS371024	Population, Health and Health Policy	3	
3	3XS371023	Migration and Urbanization	3	Win
4	3XS371027	The Frontier of Demographic Research	3	
5	4XS371002	Spatial Analysis for Population Studies	3	

6	3XS371022	Statistical Models for Population Studies	4	SPR
7	3XS371026	Population Economics	4	
8	3XS371028	Family, Marriage and Gender	3	

Information and Communication Engineering

School of Communication and Information Engineering

No.	Code	Course	Credits	Semester
1	2XS071001	Technical English	2	Aut
2	2XS071002	Introduction to Stochastic Processes	4	
3	2XS071003	Principles of Modern Communication	4	
4	3XS071001	Statistical Detection and Estimation	4	Win
5	3XS071002	Signal Processing	4	
6	3XS072001	Advances in Electronics Science and Technology	4	
7	3XS071006	Theory and Technology of Optical Waveguides	4	
8	3XS071007	Optical Communication	4	
9	3XS071009	Wireless Communication System	4	
10	3XS071011	Digital Image Processing	4	
11	3XS071004	Advances in Communications and Information Technology	4	Spr
12	3XS071008	Transmission Network Technology	4	
13	3XS071010	Communication Signal Processing	4	
14	3XS071005	Optoelectronic Technology	4	
15	3XS071012	Multimedia information processing and coding	4	

Digital Media Arts

College of Digital Arts

No.	Code	Course	Credits	Semester
1	2XSL27103	Design Basis	4	Aut

2	3XSL27104	Digital Game Design Fundamentals	3	
3	3XSL27105	Brand Development and Licensing Management	3	
4	2XSL27102	Story Creation	4	Win
5	3XSL27101	Special Effects Making	4	
6	4XSL27101	Forefront of Digital Media Industry	2	
7	3XSL27102	Interactive Product Development	4	Spr
8	3XSL27103	Interactive Device Design	4	

Undergraduate Course Introduction

1. 02085235 Professional English

This course is to improve students' ability to read and understand original English literature and classics, through learning the professional English vocabulary, original literature and classical works.

2. 03004407 Intermediate Oral English

This course is taught by an English native speaking foreign teacher, to show the basic knowledge of oral English, and train students with basic skills, further improve students' fluency in spoken English and improve students ability to express themselves with clear, flexible, and confident English in real communication.

3. 03004412 Intermediate Writing English

The aim of this course is to introduce students to a diverse mix of practical writing skills, in order to equip them with the expertise necessary to apply their English writing in a variety of settings. The main focus is to increase students' experience in English writing, improve their confidence in their written language usage and introduce them to the type of functional writing they may come across in their future work or study life, thus preparing them for entry into our multicultural society and the world of employment.

4. 03004415 English Speech and Debate

This course introduces the basic theory and concepts of the speech; preparation of the speech draft; writing of the English speech; the appropriate vocabulary selection and rhetoric; speech skills; examples and imitation; debate skill; pros and cons; and statement and comment of the debate.

5. 04106080 Introduction to Information Culture

This course introduces the basic features of the information society, the development of information technology, the meaning of information culture and its influence on the society. How to produce, disseminate, choose, and utilize the information, under the background of information culture, is also taught in this course.

6. 04135061 Public Economics

This course includes the emergence and development of public economics, resource allocation, government function, theory of public good and public choice, theory and practice of budget management, theory and practice of public expenditures, theory and

practice of income redistribution and social security, public economics and national economy adjustment.

7. 04136012 Industrial Economics

This course will be divided into 7 sections: the concept and analytical methods of industrial economics; general oligopoly models; product differentiation; the theory of entry barriers; general price strategies; the primary theory of research and development; Anti-monopoly and regulation. Moreover, the course will require students to do some research on the scale and profitability of all listed companies in Chinese industry.

8. 04145011 Econometrics

This course is an introductory econometrics course. It focuses on regression methods associated with cross-sectional data rather than time series and panel data. It prepares students to conduct empirical research in applied micro-econometrics in the future. Multiple regression, dummy variable, multicollinearity, heteroskedasticity, functional form among other topics are covered in this course.

9. 04156003 Operation of International Trade

This course studies cross-border trading of goods. It introduces trade rules, international conventions and common practices to help students understand and be able to practice international trade. It refers to basic concepts and rules, such as international sales contracts, terms of international trade, payment in international trade, international transportation, marine cargo insurance, claims and dispute settlement.

10. 04145002 International Finance

This course introduces the fundamental theories and practice of balance of payments, foreign exchange and exchange rates, foreign exchange transactions, the monetary system, foreign reserves and financial markets.

11. 04145003 Statistics

The focus of this course is not on the mathematical induction of various statistical methods, while on clarifying the intrinsic statistical idea behind the statistical methods and how to use the statistical methods in practice. The main contents are as follows: statistical survey and data cleansing; descriptive statistics; inferential statistics, such as parametric estimation, hypothesis test, ANOVA, correlation and regression etc. It also contains some specific statistical methods, such as statistical index methods, time series etc.

12. 04134050 Micro-Economics

This course will provide a basic knowledge about market equilibrium, consumer behavior, firm behavior, competitive markets, imperfect competitive markets, externality and public goods, asymmetric information.

13. 04155001 Theory of International Trade

The course is designed for the students who are interested in international trade theory. It provides the students with an understanding of classical, Neo-classical and new international trade theory, Tariff and Non-Tariff Barriers, Export Encouragement and Control, Regional Integration and the WTO.

14. 04134051 Macro-Economics

This course will provide a basic knowledge about measure of the economy, economic growth, economic fluctuation, opening economy.

15. 04195083 Marketing Management

This course will provide the students with a solid grounding of marketing. It aims to firmly establish the modern marketing concept within students, enabling them to master the basic marketing theory and basic methods systematically. It also aims to develop the students' ability to use modern marketing knowledge to solve practical problems.

16. 04196066 Multi-national Company Management

Through learning this course, students can master the frontier knowledge of modern International management, be familiar with internal management skills and methods of multinational corporations, as well as observing, analyzing and considering the typical phenomena and problems in the practices of international management by using relative knowledge, all of which provide preparation of indispensable knowledge and ability for their future employment and study in relative areas.

17. 04196086 Intellectual Property Management

This course is designed to investigate the evolution and value of the modern intellectual property system, for commercial and industrial innovation management from a business perspective. It will enable students to master basic skills of intellectual property management in business context.

18. 04185066 Operations Management

This course is concerned with the efficient and effective transformation of inputs to outputs. Some examples of inputs are materials, labor, land, capital, time, information, and management. Outputs include products, services or information that customers need. Value is added only when the output meets the needs of customers. The course is built around five

major content modules: strategy and sustainability, production and service process, supply process, supply and demand plan, and schedule.

19. 04195062 Organizational Behavior

This course is with strong theoretical and practical characteristics and is also a basis course for undergraduate students majoring in management and economics. It studies psychological actions and behaviors of individuals in workplaces within an organization, as well as the context in which an organization interacts with the environment. It is a field of social science study which includes various fundamentals of basic disciplines (such as psychology, sociology, anthropology, economics, political science) and related application to problems of organization. It studies the principles of individual behavior within an organization.

20. 06266162 Legal Systems of the UK & US

Through this course students will have the basic knowledge of the legal systems of the UK and US by reading the original English textbooks and attending the lectures. They can use English to read, write, and solve legal issues, and through this course we can greatly improve students' globalization level.

21. 06266163 Property Law

This course will help students understand the basic concepts, rules and theories of property law, and enable them to solve simple legal issues with an understanding of property law.

22. 06265142 Legal Communication and Writing

This course is to train students to understand the nature and ethics of the legal profession; to learn skills of law and communication. The purpose is to improve the students' practical ability and to develop great legal talents.

23. 08306137 Big Data: Theory into Practice

This course mainly introduces the basic knowledge of big data mining technology, the main application field, and big data applications in various fields of life. Through case studies, students will learn how to obtain valuable data sources, how to carry out high-value data mining analysis and data mining, and have a whole understanding of the data science.

24. 09326154 Mechanical Vibration Theory and Applications

This course introduces basic concepts and theoretical analysis methods of single degree and multi-degree freedom system, as well as typical case studies of mechanical vibration in engineering applications. It also introduces the vibration modeling methodologies and techniques to analyze and solve vibration problems.

25. 09365060 Principles of Automatic Control (1)

This course is an introductory course on Automatic control. The main goal is to provide student's basic knowledge in modeling, analysis and design for linear feedback control systems, including basic concept, mathematics model, time domain analysis, root locus method, frequency domain analysis, system calibration, nonlinear system analysis and sampling control system, etc.

26. 09326150 CAD for Mechanical Manufacture

This course explains the basic principles and applications of computer aided design and manufacturing (CAD/CAM) in the context of mechanical engineering. The course provides the basic theories of the CAD/CAM system, such as the software and hardware configuration, data structure, computer graphics, engineering data processing, secondary development technology, and CAM interface. It also provides case studies to improve students' application ability.

27. 10396084 New Concepts of Materials Design

This course provides a view on the current material design and development in the international frontier. Material performance forecasting can be achieved by simulating the process of material structure evolution under various conditions, with reliable material design and information database. Thus the material design and development efficiency can be greatly improved, and development costs can be reduced.

28. 10406056 Supramolecular Chemistry

This course is to provide students fundamental knowledge on this interdisciplinary subject. It will cover basic knowledge of supramolecular chemistry, ionic recognitions, supramolecular polymers, supramolecular dendrimers, supramolecular gels and self-assembly. Through this course, students are expected to master the fundamental concept and preceding research areas, to form a solid basis for their future research.

29. 10406088 Basics of Inorganic Materials

This course is an introduction to the basic concepts of inorganic materials, basic principles and practical application. Through the study, students can learn the type, composition, structure, performance and their relationship of the traditional inorganic materials (glass, ceramics), and understand their preparation process, application, and role in the national economy.

30. 12486124 Immunology A

Immunology is the subject to research the theories and the techniques of reactions of antigenic substances, laws of immune response, antigens and immunity productions. It

clarifies the mechanisms of antigens that cause response, immune systems, immune response phenomena and characters, reactions and results in corresponding antigens. It introduces the assay of immune response and antigens. This course aims to help students gain a thorough understanding of the theories and techniques of reactions of antigenic substances, laws of immune response, antigens and immunity productions.

31. 14556286 Cinematography and Lighting

This course will provide an accessible introduction to cinematography and lighting, theoretically and practically. It covers the principles of techniques of film-making from both technical and aesthetic aspects.

32. 17596235 Digital Advertising

This course provides an accessible introduction to digital advertising. It covers the principles of planning, execution and assessment of strategies in digital advertising, focusing on the insights of renowned advertising.

33. 14556298 Introduction to Film Sound Recording

This course consists of two parts, theory and practice, which introduces students to the basic disciplines of digital recording technology for film.

34. 14546222 Journalism in Film

This course will analyze how journalism is presented in movies and the implications of its depiction in various films. Throughout the class we will explore how journalism is portrayed in both historic and fictional stories, focusing on mainstream films of the 20th century.

35. 18466138 Green Architecture

This course places a strong emphasis on the successful integration of renewable and sustainable energy technologies into buildings, which requires an understanding of both design and technology, and therefore, close co-operation between architecture and engineering. The course is designed to allow discussion and exchange of information between different disciplines and encourage novel and imaginative solutions to the challenge of producing environmentally friendly buildings.

36. 15195017 Consumer Behavior

This course introduces the role of consumer behavior and how it is shaped by the social and cultural environment and the psychological foundations. The unit in essence focuses on the decision processes in consumption behavior in different buying situations. This develops the student's ability to integrate marketing processes at a higher level. For marketers, an understanding of how a consumer selects, purchases, uses and disposes of products and services is pertinent to successfully managing the marketing function.

37. 15196035 Procurement and Supply Management

This course provides students with an awareness of the demands placed on purchasing and supply chain managers by business stakeholders; an understanding of the impact of purchasing and supply chain management on the competitive success and profitability of modern organizations; an appreciation of the ethical, contractual, and legal issues faced by purchasing and supply chain professionals; and an understanding of the increasingly strategic nature of purchasing, especially the fact that purchasing is much more than simply buying goods and services.

38. 15196062 Intermediate Financial Accounting

This course is to expand on the knowledge obtained in Accounting For Business One, to further develop students' understanding of the internal and external usefulness of accounting information, and to provide learning experiences

39. 15196092 Brand Management

Brands are among the most valuable corporate assets. This course is about how brands are viewed, built, managed, and measured, to ensure a firms' superiority and sustainable profitability. To explore such issues, the course provides relevant and up-to-date theories, concepts, techniques, and models in branding. This course will interweave lectures, exercises, guest speakers, case discussions, and group projects.

40. 15575024 Accounting for Business

This subject equips students with the broad and basic knowledge and skills to deal with accounting information systems in the business environment, and is also a foundation for further study in accounting.

41. 15575195 Integrating Business Perspectives

This course is to provide students with the opportunity to develop a business plan (incl. pitch and supporting report), which could in the future be presented to an investor or other stakeholders, in order to secure initial seed funding or supporting resources for your business idea. The following objectives are included during BP (business plan) developing process.

42. 15575196 International Finance Management

This course will cover issues related to both international financial markets, and the financial operations of a firm within the international environment. The first part of the course will examine issues related to international markets, including international commercial policy, international investment, foreign exchange markets, the euro markets, and currency derivative markets. The second part of the course will consider financial issues associated

with the operation of a firm in the international environment.

43. 15575193 Economics I

This course introduces students to the basic concepts, theories and principles of economics as well as their application to business decision making and strategic behavior. It provides students with the opportunity to understand the broad economic contexts in which business operates as well as topical economic issues presented in the financial and business media.

44. 15575206 Global Context of Management

This course is to explain the connections and impacts of global social, economic and environmental forces on management processes; discuss the relationship between international institutions and different national legal systems and their impacts on managerial and organizational practices; contrast key dimensions of major economic systems and their relationship to government public policy and the business regulatory environment; interpret the social, economic and ethical impacts of multinational and international organizations with reference to responsible business practices.

45. 15195043 Cross-Culture Management

This course is to demonstrate an understanding of the influential models of cultural differences and the perceived potential impact of cultural influences on human behavior; how to use these models and frameworks to explain and analyze differences in cultural variables between countries. Students will appreciate the trends for cultural convergence and divergence and the growing importance of diversity management in global organizations, and consider the importance of culture in assessing organizational approaches to structure, communication, motivation and leadership.

46. 15195045 Management Skills

This course is to: demonstrate an understanding of the application of various theoretical frameworks in leadership and communication skills in diverse and flexible organizations; demonstrate increased self-awareness and proficiency in nominated skill areas; apply a range of techniques and theoretical frameworks to develop skills in the area of management and communication, to understand and appreciate the role of reflection in effective skill development.

47. 15195052 Human Resource Management

This course is to describe the broad range of influences acting on HRM and its importance in effective management of organizations; to apply theoretical and conceptual knowledge of HRM; to develop series of management competencies and functional HRM knowledge and skills, at a foundation level via explanation, evaluation, and discussion; to develop foundation

interpersonal and group process skills and recognition of the importance of these skills for organizational performance.

48. 15195016 Management and Organizations

This course provides a foundation for the application of management and organizational knowledge for other related subjects in the course. It introduces the basic concepts of management and their application. It focuses on the development of vocationally relevant knowledge, attitudes and skills of behavior in organizations, fundamental organizational issues and processes, and professional skills in the management of people. The subject also considers leadership, quality management, ethical issues and communication, in the context of organizations in China and internationally.

49. 15195044 Principles of Marketing

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society.

50. 15579191 Doing Business in Asia

This course aims to provide students with a basic understanding of the contemporary environment of business in Asia and an appreciation of some of the implications for firms seeking to undertake business there.

51. 15174090 Information Technology Foundations

This course is to help students understand and grasp the basic concepts and techniques of computer science, the history of computer, and some basic concepts including: computer hardware, computer software, network, operation system, e-commerce, digital media, and information management and some new information technology, such as cloud computing and Big Data.

52. 15195019 Innovation & Entrepreneurship

This course presents students with a perspective on innovative enterprises. By providing an understanding of new venture creation and the innovation process it broadens students' perspectives and better equips them to be part of this process. It also gives students an appreciation of the challenges and problems of small business and develops the skills valuable for a career in small and medium enterprises.

53. 15195046 Global Operations and Supply Chain Management

This course will help students to understand the role that supply chain management plays in the operation of domestic and international corporates; to appreciate the advantages and benefits that supply chain management contributes to the corporate entity and be aware of the problems and obstacles in execution through an operator insight; to master kinds of analytical tools and techniques to operate and coordinate the supply chain; to understand how logistics decisions affect the operation performance of corporates and the whole supply chain, and understand the links between supply chain structure and logistics capability.

54. 15195048 Innovation and Small Venture Management

This course is to provide students with the opportunity to develop a business plan (incl. pitch and supporting report), and test the idea in a business environment. The test includes financial, marketing, product, and manufacturing.

55. 15195050 Management Capstone

The main aim of this course is to enable students to synthesize their learning throughout the major and core subjects, in the context of a selected business management project about a contemporary issue impacting on society. This is an ambitious project that requires careful coordination and division of labor, and constitutes a real contribution to a student's e-portfolio.

56. 15195051 International Marketing Analysis and Strategy

This course is to provide related knowledge about market globalization, the environment, scope and challenge of international marketing. It will help students to develop a global vision through market research and to design an international marketing mix to enter and penetrate global markets.

57. 15196003 Managerial Psychology

Through this course, students can understand the development history of management psychology; the character, temperament and ability difference of different individuals; learn methods to change values and attitudes; and analyze group psychological behavior with the theory of interpersonal relationship.

58. 15196033 Management Decisions

This course is about decision management, business rules and predictive analytics. Student will learn how to collect data, do data processing and sample statistical inference. Management decision analysis includes regression prediction, time series decomposition, time series smoothing, adaptive filtering, stationary time series, and so on.

59. 15205008 Accounting for Business Decisions

This course is to show an understanding of essential concepts of business and related professions; and cultivate integrity and ethical understanding within business and related professional environments.

60. 15575025 International Trade Theory

In this course, we shall let the students know what globalization is; the classical and modern international theory; the political and economy of international trade.

61. 15576091 International Finance

This course is to interpret basic international finance terms and definitions, such as national income accounting, balance of payments, exchange rates, fixed and floating exchange rates, etc., to help students obtain a basic understanding of the operations of foreign exchange markets, and analyze two important factors of international finance: balance of payment accounts and exchange rates, and consider how they are applied in real life.

62. 15176063 Electronic Business

On learning this course, the students are to understand and master the basic concept of electronic business. Furthermore, they are to have knowledge of electronic business systems and market promotion.

63. 15195014 Modern Management Science and Operations Research

This course is to provide students with a fundamental understanding of the theory and techniques used in Management Science (MS) - the attempt to apply forecasting and operations research (OR) to solve business decision-making problems. Topics include forecasting, linear programming (LP), integer programming (IP) and its various applications, solutions to shipping, logistics, assignment and network problems, and project management.

64. 15195021 Organization Structure and Change

This course is to provide support to students' developing their capacity in organizational analysis, mastery of related cutting-edge theory and practice, and enhancing skills for and abilities in sustainable development, life-long learning, team-work, and problem-solving.

65. 15196015 Computerized Business Application

The purpose of this course is to prepare future managers and professionals to be effective exploiters of information technology. Information technology in this course will be viewed in very broad terms - not only traditional data processing and management information systems, but also business process automation, electronic commerce, network and mobile

computing, knowledge management, data warehousing, and decision support systems.

66. 15205012 Introduction to Financial Management

The subject develops an understanding of the core principles of finance and their applications to financial decision making. Topics include an overview of the financial markets, time value of money, valuation of securities, risk-and-return, capital budgeting decisions, financing decisions and operating decisions.

67. 15575123 International Trade Practical A

This course is a subject with the combination of international laws and regulations, customs and practice, as well as the practical procedures of the import and export business.

68. 15576090 Money and Banking

This course is to understand Money and Banking terms and definitions, such as money, financial institutions, financial market, monetary policy, inflation etc.; to master how financial markets and financial institutions work, and by exploring the role of money in the economy etc., to apply a few basic economic principles of the structure of financial markets, the foreign exchange markets, financial institution management, and the role of monetary policy in the economy; to examine the basic economic principles of the structure of financial markets, financial institution management, and the role of monetary policy in the economy.

69. 15579283 Business Negotiation Competence

This course is to show the negotiation skills in business field. Students will identify goals of their negotiating partner and consider them within their negotiation, position their interests or interests of others within discussions and negotiations and aim to come to an agreement with their conversational partner. Students will know the stages of a standard business negotiation, and can prepare and conduct a business negotiation both team and individual one.

70. 15176025 Project Management

This course is to provide an overview of project management concepts, the project life cycle, and the major five steps in the project management process, nine bodies of knowledge; to understand how a project is 'born' and explain the different project organization structure and its influence, and the key constraints within which a project must be managed, also to appreciate the benefits of project management.

71. 15195025 Global Strategic Management

This course is to understand the concepts of strategic management, and how these apply to

business organizations involved in the domestic, international and global market; the need for strategic management in a dynamic and changing business environment; the creation, formation and implementation of strategic action in a global business activity from a strategic perspective; the interrelationship between cultural, political, technological and economic factors in the creation of global strategy; and the strategy to a critical analysis of decision-making in global organizations.

72. 15205016 Business Statistics

This subject is designed to develop students' ability to assess and critically interpret statistics and business information and apply them in changing business environments. The subject places strong emphasis on developing a clear strong understanding of various analytical tools used in business. These skills and competencies provide a foundation for professional practice and for further business studies.

73. 15575150 Academic and Business Communication

Academic and Business Communication provides an understanding of the literacy requirements of academic business environments. It examines the principles and practice of communication in undergraduate and professional business environments through an integrated approach that supports the learning of skills across disciplines. Students have opportunities to practice and engage with the language and study skills required for undergraduate and further study in business and develop an appreciation of the communication requirements of business professionals.

74. 15575194 Economics II

This course covers the following topics: Market structure including monopoly and oligopoly; an explanation of consumers' and firms' behavior, as well as providing some suggestions to improve market actors' welfare; economic growth models; the goods market, asset market, and the basics of monetary and fiscal policy; the details for consumption and investment; ISLM analysis of the above economic effects upon interest rates; long-run economic growth theories and models.

75. 22766020 Digital Editing on Video and Audio

This course introduces the rules of editing through the use of non-linear editing systems. Students will learn how to apply concepts such as temporal continuity and spatial continuity, as well as less traditional discontinuous editing techniques to their work. Students study the nuanced effects of editing on storytelling. In the meantime, this course also trains the students to edit with different video genres, such as documentary, dialogue, music montage, and teaches more advanced techniques in sound mixing and color correction.

76. 22766074 Story Creation

This course focuses on cultivating students' story writing ability. The course begins with the basic philosophical principles of drama art, teaches students the method of storytelling, and breaks through the traditional narrative art, unfolds imagination, rationally conceives, combines the professional direction of each student in drama, film, animation, using a game to start creative activities. This course has a comprehensive system of theory. There are also fresh and vivid performance workshops.

77. 2277C001 Forefront of the Digital Media Industry

This course teaches the development philosophy, path and mode of the digital media art industry, and analyzes the cutting edge theories of digital media art industry ecology and industry management. The aim is to cultivate students' good humanistic quality, artistic accomplishment and aesthetic ability, to adapt to the digital age and the development of the information society, with broad vision and good ability to innovate, and master the basic business skills of digital media art design talents with high quality.

Master Program Course Introduction

International Trade

1. 2XSL33103 International Business Environment and Operations

This course is to help students to expand their knowledge of management and international business in a range of organizations, learning practical business tasks, such as preparing business plans and undertaking negotiations.

2. 3XSL33102 Case Study of International Trade

This course focuses on international trade strategies and techniques, showing an overview of import and export terms. The concept of management, finance, operations, law, communications, marketing, and ethics as it applies to the subject. is also discussed.

3. 3XSL33103 Service Economics and Trade

This course is to present the current status and future trends of Chinese trade and services, to understand the international classification and nomenclature of Services, to apprehend the importance of the Service sector in the Economy. It is about the characteristics and classification of trade in services, Policy in trade of services with Cases studies.

4. 3XSL33104 Econometrics

This course provides students with the basic econometric knowledge in order for them to handle economic analysis, understand other's research, and undertake their own research, specially handling the empirical analysis on the thesis degree.

5. 3XSL33107 Chinese Foreign Trade

This course helps students to apprehend the basic status and future trend of China's foreign trade, to understand the background and reasons of the current trade issues of China, and to grasp the primary theory and method of the research in Chinese foreign trade.

6. 3XSL33108 Strategic Corporate Social Responsibility

Corporate Social Responsibility (CSR) has become a global consensus all over the world. In corresponding, this course is designed to help postgraduate students unify understanding, renew the notion, accumulate knowledge and upgrade practical skills. So when they enter society and engage in business management, our students can calm down in the face of complex social problems and respond to the diversified challenges effectively.

7. 3XSL33109 International Settlement

The course is an introduction to basic knowledge and operating procedure. It is designed for

students who are interested in international foreign business. The course is a microeconomic subject, combining theories with practices, which help students study international payments and settlements, principles of drafts, documentary collections, letter of credit, international guarantee and factoring; international non-Trade settlement, settlement risks, control forfeiting and factoring. Students may master the usage in international payments and settlements, as well as the international rules and regulations regarding international trade finance payments.

8. 2XSL33101 Micro-Economics

This course surveys the main ideas and concepts, involved in modern Economics and provides students with an understanding of how the economy works, what type of problems economists try to solve, and how they set about trying to solve them.

9. 2XSL33102 Macro-Economics

This course provides intermediate level knowledge of macroeconomics and related fields of macro finance. The students are required to master the macroeconomic analytical tools to solve both theoretical problems and practical matters.

10. 3XSL33101 International Marketing

This course is about marketing principles and current Marketing experiences and cases of study for foreign and Chinese companies.

11. 3XSL33105 International Finance

The course provides the latest information regarding the movements in the international financial markets. Being equipped with analytical tools, students should be able to understand how exchange rates, international debt crisis, and other topics affect international finance.

12. 3XSL33106 Theory and Policy of International Trade

This course should enhance each student's ability to make informed decisions involving international economic issues, from the standpoint of rigorous microeconomic analysis. Lectures will emphasize the theory needed to hold relevant discussions of international trade issues.

Business Administration

1. 2XS292002 Managerial Economics

Managerial Economics is the application of economic theory and methodology to managerial decision-making problems, within various organizational settings such as a firm or a government agency. Students will be able to understand market structure, decide optimal

production quantity, and analyze investment projects etc.

2. 3XS292033 Management Research Methodology

The main content of this course includes the following 10 topics: introduction to research methods; research process and design; framing causal statements; measurement, validity and reliability; sampling, data description; hypothesis testing; ANOVA; Association and regression; Multivariate analysis; and Report writing.

3. 3XS292001 Management II

This course covers major issues in a further understanding of management principles and their implications in facing today's challenges. Students are expected to have clear thought of topics of Corporate Social Responsibility, Strategy planning, Organization reform, the art of leading, and management innovations that facing the changing environment.

4. 3XS292001 Operation Management II

Operations management addresses the impact of operations decisions on the firm, and emphasizes cross-functional decision making. A unified decision framework organizes the material by grouping decisions into four major categories: process, quality, capacity and inventory. This framework is intended to make it easy for business owners to understand the decision role and responsibilities of operations, in relation to other functions, such as marketing and finance. A balanced treatment of both service and manufacturing firms will be provided.

5. 3XS292005 Consumer Behavior Research

The course provides an overview of the framework for consumer analysis and addresses topics including the introduction of consumer behavior, the inner psychological processes and external environmental factors that affect consumer behavior, the sequential steps of the consumer decision-making process, and marketing strategies by which marketing stimuli, such as product, price, promotion, and so on affect consumer behavior.

6. 3XS292010 Brand Management

This course is designed to develop students' understanding of the importance of brand equity and e-marketing tools in today's business world. Topics will include understanding brands from the customer's perspective, building brand equity, measuring brand equity, and using the internet for different marketing activities.

7. 3XS292015 Game Theory

This course is an introduction to game theory and strategic thinking. Ideas such as dominance, back-ward induction, Nash equilibrium, evolutionary stability, commitment, credibility, asymmetric information, adverse selection, and signaling are discussed and applied to games played in class and to examples drawn from economics, politics, the

movies, and elsewhere.

8. 3XS292002 Strategic Management II

This course provides students with: related knowledge of strategic management; a basic and clear understanding of the main functions of strategic management; and shows that ideas of strategic management apply to most areas of human activity, not just commercial enterprises.

9. 3XS292007 HR Management

This course will enable and require students to analyze the human resource management issues and propose solutions based on the deep understanding of the knowledge and techniques of recruitment, selection, training, development, performance management and compensation management, and strengthen the comprehensive human resource management capabilities.

10. 3XS292012 Organizational Behavior

Organizational Behavior is a field of social science study which includes various fundamentals of basic disciplines (such as psychology, economics, political science, sociology and anthropology) and related application to problems of the organization. It aims at improving individual, group, and organizational effectiveness.

11. 4XS292001 Entrepreneurial Management

This course is designed to help students acquire an entrepreneurial mindset that will prepare them to launch new ventures or manage growing companies. The certificate program focuses on innovation and creativity; the ability to recognize, evaluate, and seize opportunities; and skill in strategic business planning.

Global Studies

1. 2XSL02401 Theories of Global Studies

This course is intended to introduce students to theoretical endeavor in the discipline of Global Studies. The objective is to provide an understanding of the political, social, cultural, and economic forces that are shaping global societies, politics, and institutions, and to give students an appreciation of the major intellectual tools available to them in analyzing global affairs.

2. 0LY000004 Chinese Language

This course is designed to help overseas students to learn Chinese language and culture. It starts from Pinyin (phonetic transcriptions of Chinese characters) and trains the students' ability in speaking, listening and writing Chinese, step by step.

3. 2XSL02403 Modern History of China

This course focuses on the historical transformation of Modern China since 1840; changes in Chinese social character; the establishment of the People's Republic of China; China's process of socialism and modernization.

4. 0LY000005 Overview of China

This course is an introduction to Chinese culture and society, especially after the Reform and Opening-up. It provides students with an understanding of the cultural, social, ideological, educational, economic, and political environments in China. Through lectures, readings, and particularly, presentations and discussions, students will learn the fundamental knowledge of China from a historical and global perspective.

5. 2XSL02402 China and Globalization

This course focuses on the process of China's transformation in the context of globalization; reform and the opening up in early 1980s; the social, cultural and ideological elements underlying the role of contemporary China; and the increasing role of China in the global world.

6. 2XSL02404 Foreign Relations of China

This course tries to examine how China interacts with the world, and explains why. It helps students understand how some crucial Chinese realities—imperial mindset, socialism, and reforms in the last 4 decades—together with ideological, material, and security concerns have shaped China's foreign relations, and to a large degree, remain significant influences in today's China.

7. 3XSL02402 History of Ancient China

This course is about the process of Chinese civilization and changes of the dynasties since the very beginning, until 1840. It will introduce the students to the historical background knowledge about Chinese civilization, especially the characteristics of political systems of China.

8. 3XSL02404 Global History

It offers a general view of world civilization, the differences between the East and the West, especially between ancient Greece and China; it will also present Medieval history, the great discovery, and the process of globalization in the modern era.

9. 3XSL02401 Selected Readings on Chinese Classics

This course is designed for the students to develop a deep understanding of Chinese

traditional culture through readings of Chinese Classics, such as the Analects of Confucius, Laozi and other philosophers' works of ancient China.

10. 3XSL02405 Politics, Economy and Society of Contemporary China

This course focuses on Chinese political systems and economy; the economic reform and social transformation since 1978; and the government structure, policies and ideologies that have served as the practical basis of the political systems, status and problems.

11. 3XSL02410 Islamic Movements

This course will examine the role of Islamic movements (IM) and Islamic parties (IP) in the contemporary Muslim world in the global age of capitalism. In the course, we focus on IM and IP and their relationship with global capitalism, democracy, free speech, gender issues, human rights, inequality, colonialism/imperialism, modernity, secularism, and governance.

12. 3XSL02411 China and the Middle East

This course aims to offer students a general review of China's policy towards the Middle Eastern countries. The contents will cover the following aspects, comparative studies of China's, the USA's and Russia's Middle East Policy, bilateral relations between China and some major players in this region, such as Saudi Arabia, Egypt, Iran, Israel, Turkey etc., relations between China and international organizations in this region.

13. 3XSL02403 Religion and Chinese Society

This course covers the relationship between religious institutions and the society in China; the impact of religious ideas, practices, and organizations on social, political and economic processes; the role of religion in the consolidation of individual, communal, and national identity; sociology of religion; the impact of Chinese religious and philosophical traditions: Confucianism, Daoism, Buddhism, as well as other religions such as Islam and Christianity, on the internal sociopolitical structure of China and their role in shaping power relations on the international level.

14. 3XSL02406 Confucianism and Chinese Culture

This course introduces the foundational concepts of Confucianism; the rise of Confucianism, its historical changes, and Neo-Confucianism; Confucianism and impacts on Chinese philosophy and culture

15. 3XSL02408 Contemporary International Relations

This course is expected to offer students a better understanding of the major issues in contemporary international relations in a Chinese perspective. It will cover the following

topics: 1) International relations theory with Chinese characteristics; 2) Globalization and global governance; 3) North-South, South-South and East-West relations; 4) The rise of the emerging economies and its implications; 5) The changing world order; 6) The major players in contemporary international relations; 7) Non-traditional security in the age of globalization; 8) China's rise and its significance for the world; 9) China's relations with the major powers; 10) China's relations with the developing world.

16. 3XSL02412 History of the Modern Middle East

This course will introduce students to the modern history of the Middle East. The class will take a thematic approach and place Middle Eastern history within a framework to discuss the rise and fall of empires, the presence of colonialism, the emergence of nationalism, the importance of oil and the development of Islamism. With the intention of making connections between local concerns and global issues, the course will also focus on particular places in the region such as Turkey, Israel, Saudi Arabia, Egypt and Iran.

17. 3XSL02419 Migration and Urbanization

Internal migration and urbanization are two related but different phenomena. This course is to provide students with a comprehensive picture of the theories, methods, and empirical research, with regards to internal migration and urbanization.

18. 3XSL02420 Cultural Diversities in Contemporary China: Religion, Ethnicity, and State

This course is designed as a survey of the ethnic minority peoples in China and introduces the general concept of religion, ethnicity, and nation state in the context of modern Chinese nation building. Through lectures, films and ethnographic readings, this course will explore the complexity of the cultural diversities against the backdrop of Chinese nation-building and global consumerism.

19. 3XSL02421 Government, Law and Society in China

This course introduces the basic knowledge about the operation of the Chinese legal system or legal institutions. It examines how laws are used in the social, economic, and political activities of the Chinese people and focuses not on the Chinese laws per se, but on how laws are used in people's daily lives.

20. 3XSL02422 Social Stratification and Social Mobility in Contemporary China

This course aims to introduce both, the theories of social stratification, and empirical research on social inequalities in contemporary China. It explores the theories and concepts that social scientists employ to describe, and analyses social inequalities, and discusses key issues and research methods of social mobility research.

21. 3XSL02423 Changes of Labor Relations in China's Market Reform

This is a course in labor study that has a thematic focus on the changing situation of labor relations in China. The case of China's reform complicates contemporary grand theories, by challenging their underlying assumption about socialism and the working class.

22. 3XSL02424 Consumer Culture and Consumer Society Research

This course mainly deals with the concepts and issues surrounding the contemporary notion of consumption. Consumption is a complex social phenomenon, in which people consume goods or services for reasons beyond their basic use-value. This course explores the main factors fueling the engine of the consumer society that has, over the past few decades, gained a global perspective.

International Relations and Diplomacy

1. 3XSL02701 Selected Readings on International Relations

This course will cover the classic theories and methodologies on the study of International relations. Moreover, it will familiarize students with archives on International relations. Students are expected to know how to use and interpret the materials from the archives in their research.

2. 3XSL02704 The Cold War: An International History

This course introduces the issues and conceptual trends in the Cold War and international history. It will survey historiographies and methodologies, including transnational approaches and comparative histories. It will address specific problems such as how to rethink area divisions rooted in the Cold War and colonial era, and how to understand the expansion of the American empire, and the Cold War in the Eastern Bloc.

3. 3XSL02708 Chinese Foreign Relations

This course surveys China's engagement with the outside world since 1700. Chronologically organized, this course covers the long-term, core themes of China and the world during the last three centuries. Topics include the tribute system, China's transformation from an empire (Qing) to a nation-state, the rise of Chinese nationalism and cosmopolitanism, China and international law, China's participation in the two world wars, and its role in the global economy and international organizations since World War II.

4. 3XSL02709 Global Challenges: Environmental and Economic Development Since 1950

This class introduces the interconnected development of the global economies and environment and the challenges that have arisen in the process. It will familiarize students with central structures of the economic-environmental interface, and ways in which political

decisions have shaped related development in different ways, at various key junctures in post-1950 history.

5. 3XSL02714 Rise of Asia and New World Order

During the Cold War, the USA and the USSR dominated the bipolar international system. But with the fall of the Berlin Wall, the US controlled the international system economically, militarily, and politically. With the dawn of this century, the status-quo of the unipolar system begins to shatter with financial crisis, the rise of Asia, and establishment of new institutions. The course is intended for graduate students to explore and examine the complexities in world politics and analysis, and different perspectives with regard to the rise of Asia and the new world order.

6. 3XSL02713 China and the Middle East

This course aims to offer students a general review of China's policy towards the Middle Eastern countries. The contents will cover the following aspects, comparative studies of China's, the USA's, and Russia's Middle East Policy, bilateral relations between China and some major players in this region, such as Saudi Arabia, Egypt, Iran, Israel, Turkey etc., and relations between China and international organizations in this region.

7. 2XSL02703 Theories and Methods of International Relations

This course tries to examine how China interacts with the world and explain why. It helps students understand how some crucial Chinese realities—imperial mindset, socialism, and reforms in the last 4 decades—together with ideological, material, and security concerns have shaped China's foreign relations, and to a large degree, remain significant influences in today's China.

8. 2XSL02702 Introduction to International Relations

This course is intended to introduce some basic issues surrounding the study of international relations. After addressing the major theoretical approaches within the scholarly field of international relations, inquiry will focus on the major actors in the international realm, including states, international organizations, and non-state actors, such as multinational corporations and non-governmental organizations.

9. 3XSL02702 China and Main Power Relations

This course will help students with a better understanding of Main power relations in the contemporary world. Some historical files and reports will help to understand the transitions of main power relations between China and the US, Europe, Japan, Korea, and other developed counties.

10. 3XSL02710 International Organizations in the 20th Century

Beginning in the late 19th century, a growing number of international organizations have been established to address political, economic, social and other issues, which increasingly unfold on a global level. This class provides an overview over key organizations, such as the League of Nations, the United Nations, and the World Bank, and discusses their contexts, their work and their often controversial perception by the public.

11. 3XSL02703 China and South Asia

As China goes global, South Asia and the Indian Ocean is poised to play important roles in China's economic and security environment. China's influence in the region is growing, the US is trying to maintain the status-quo, and India is rising to go beyond the region as well protecting its interests in the region; South Asia is at power play. The course is designed to examine and explore China's relations with the countries in the region.

12. 3XSL02705 U.S.-China Relations

This seminar course aims to enhance graduate student research and writing skills and help students become familiar with some primary and secondary sources on issues pertinent to the American and Chinese interpretations of their evolving relationship from the late 18th century to the present, on both governmental and non-governmental levels, and in regional and international contexts.

13. 3XSL02711 Think Tanks, International and Non-governmental Organizations

This course will examine the emergence and development of think tanks and international and non-governmental organizations (NGOs) from a comparative perspective. Students will also study the emergence, development and role of NGOs such as the Committee to Protect Journalists, Doctors Without Borders, Mercy Corps, Amnesty International, and Human Rights Watch. All of these organizations are fairly new to the global social and political arena.

14. 2XSL02702 History of International Relations

This course provides students with a survey of international relations history with a focus on Chinese diplomatic history. We are going to look at the historical development of organizations that employ violence, the evolution of doctrines, and the technological changes in military affairs.

Asian Demographic Research

1. 2XS371002 Demographic Computation

This course aims to introduce the concept of demography and its methods and techniques

and to study population issues in the contemporary world, by analyzing the past evolution and exploring scenarios for the future. Students will embark on a journey to understand the evolution of population in a country of their choosing. We will then define future scenarios and project population into the future along the basic dimensions of age and sex.

2. 3XS371024 Population, Health and Health Policy

The dynamics of population processes are one of the most fundamentally important aspects of population health condition and health policy operation. This course aims to introduce students to major demographic concepts (e.g. mortality, fertility, and migration), to increase students' understanding of the interface of health, healthcare and population dynamics, and to help students to cope with health issues that are affected by population changes.

3. 3XS371023 Migration and Urbanization

This course examines migration and urbanization as components of demographic and socioeconomic change in the process of development. The course begins by covering some definitional, measurement, and data issues and reviewing main concepts and theories in migration and urbanization studies.

4. 3XS371027 The Frontier of Demographic Research

This course will invite the world's famous demographers and prominent population research scholars to introduce the most important advancement in demographic research theories and methods, and discuss emerging population related issues, particularly in Asia. The topics include human capital development, population aging, international migration, household consumption and energy use, climate mitigation and adaptation, and big data and population process.

5. 4XS371002 Spatial Analysis for Population Studies

This course aims to introduce students to the applications and usage of spatial statistics for population research, and promotes the use of spatial methods and spatial thinking for the analysis of population issues. This class will have a large analytical component with topics to include global and local spatial autocorrelation, neighborhood statistics, analysis of spatial point patterns, spatially autoregressive models, and geographically weighted regression.

6. 3XS371022 Statistical Models for Population Studies

This course deals with statistical models for the analysis of quantitative data typically found in population studies. These include standard linear regression models for the study of continuous responses (including multiple regressions), binomial regression models for binary data (including logistic regression and probit models), models for counting data (including Poisson regression and negative binomial models), and models for survival data. These techniques are each part of the Generalized Linear Model (GLM) family, which provides a

central unifying statistical framework for the entire course.

7. 3XS371026 Population Economics

This course is the study of the interrelationship between population and economy. On the one hand, it is to study the economic constraints on the population, on the other hand, the impact of population on the economy.

8. 3XS371028 Family, Marriage and Gender

This course introduces significant research in family sociology and social demography. We understand families as situated in various historical and cultural contexts, adapting to different socioeconomic and cultural configurations in different societies. A focus will be on the comparison between East Asia and Western societies. Following a life course perspective, we will cover the following topics, gender socialization, unionship/marriage decision, intimate relationship, divorce and remarriage, intergenerational relations, and aging. In addition, we will spend a significant amount of time on two highly debated issues in family demography.

Information and Communication Engineering

1. 2XS071001 Technical English

This course is aimed at training graduate students in technical writing and presentation in English.

2. 2XS071002 Introduction to Stochastic Processes

This course is an introduction to Markov chains, random walks, martingales, and Galton-Watson tree. The course requires basic knowledge in probability theory and linear algebra, including conditional expectation and matrix.

3. 2XS071003 Principles of Modern Communication

This course systematically expounds the basic concepts of the digital communication theory and the basic principles of the various aspects of digital communication, so that students master the basic concepts and basic principles of modern digital communication principles.

4. 3XS071001 Statistical Detection and Estimation

This course mainly introduces the basic theory and application of signal detection and signal parameter estimation, which can lay a solid theoretical foundation for students engaged in signal processing in radar, sonar, torpedo and other signal processing.

5. 3XS071002 Signal Processing

The main contents of this course are divided into two parts: time domain analysis method, frequency domain analysis method, and design method of time domain discrete system in time domain discrete signal and time domain discrete system.

6. 3XS072001 Advances in Electronics Science and Technology

The course will describe the key of the electronic science and technology development process in the milestone of the event context, as well as the previous research results on the development of electronic technology significance.

7. 3XS071006 Theory and Technology of Optical Waveguides

The course will introduce the optical waveguide as the main line, and emphasize the logic of the theory itself, including different optical waveguide concepts, characteristics, and interrelated, especially strengthened optical waveguide model theory, transmission characteristics, birefringence phenomena and mode coupling knowledge.

8. 3XS071007 Optical Communication

The course will introduce the physics of optical communication components and applications to communication systems. Topics include fiber attenuation and dispersion, laser modulation, photo detection and noise, receiver design, bit error rate calculations, and coherent communications.

9. 3XS071009 Wireless Communication System

This course is an introduction to the design, analysis, and fundamental limits of wireless transmission systems. Topics to be covered include: wireless channel and system models; fading and diversity; resource management and power control; multiple-antenna and MIMO systems; space-time codes and decoding algorithms; multiple-access techniques and multi-user detection; broadcast codes and precoding; cellular and ad-hoc network topologies; OFDM and ultra-wideband systems; and architectural issues.

10. 3XS071011 Digital Image Processing

The course will describe a method and technique for removing noise, enhancing, recovering, dividing, and extracting features of images by the computer.

11. 3XS071004 Advances in Communications and Information Technology

This course will summarize the development of mobile communication technology, and analyze the development trend of 4G mobile communications in China, and the development prospect of 4G mobile communications in the application of patents, and expands the application and development of mobile communication technology.

12. 3XS071008 Transmission Network Technology

The course will introduce the network transmission which refers to a series of lines (fiber, twisted pair, etc.) through the adjustment of the circuit, according to the network transmission protocol, to communicate the process.

13. 3XS071010 Communication Signal Processing

This course describes mobile communication as the main object, and systematically introduces the digital communication signal analysis and processing.

14. 3XS071005 Optoelectronic Technology

The course will describe the key optoelectronic technology from light display, optical storage, and laser to other fields, which are the future of the core technology of information technology.

15. 3XS071012 Multimedia Information Processing and Coding

The course mainly includes multimedia information processing foundation, image enhancement, morphological image processing, image segmentation, digital image and video compression coding principle and related standards, digital audio coding technology and standard, digital media file format, digital watermarking technology, content-based multimedia information search, and so on.

Digital Media Arts

1. 2XSL27103 Design Basis

This course covers modeling design research in art design, color form and material texture research. In order to develop students to be personalized design thinkers, the course will provide students the basis of the design language; modeling creative thinking.

2. 3XSL27104 Digital Game Design Fundamentals

The course aims to train students to master the process of digital painting. Through the course study, the students will understand the process of digital painting creation, and drawing techniques.

3. 3XSL27105 Brand Development and Licensing Management

This course focuses on the brand developing and licensing practices in the cultural and creative industries in China, provides students the multidisciplinary knowledge involved in cultural brand developing, and licensing business, including economics, marketing, law, sociology, psychology, etc. Specific attention is placed on building value through intellectual property rights in the process of planning, marketing, licensing and managing a cultural brand.

4. 2XSL27102 Story Creation

This course belongs to "Basic Principle Module" of the Digital Media Arts Department. This course is about the creation of digital media art, focusing on cultivating students' story writing ability. The course covers the basic philosophical principles of drama art, method of the storytelling, narrative art, imagination, conceptions.

5. 3XSL27101 Special Effects Making

This course is a compulsory course in film and TV animation and digital media, providing students the basic knowledge of the film and television special effects making. Students will learn the rules and skills of the effects processing in computer animation, games, and special occasions. This course will also create a platform for students to communicate with each other, and cultivate their professional qualities, such as dedication, collaboration, communication, cooperation, and innovation.

6. 4XSL27101 Forefront of Digital Media Industry

The new art industry was established by the digitalized media. Being an emerging industry, the digital media art industry shows great development advantages. This course will offer a large amount of successful examples from the domestic and foreign digital media art industry over the years, illustrating the development concept, path and mode of the digital media art industry. Also, it will analyze the development tendency as well as the industrial management theory. Meanwhile, the course will discuss the hotspots about the cluster development of the digital media art industry, and some issues related to the development and innovation of ecological construction.

7. 3XSL27102 Interactive Product Development

This course focuses on the "user centered" design principle. It mainly tells about the basic concept of human-computer interaction, the significance as well as the development history, covering design principles and methods of human-computer interaction, human-computer interaction technology, equipment and development tools, and the development trend of human-computer interaction technology.

8. 3XSL27103 Interactive Device Design

With the development of science and technology as well as the extension of art, interactive art was generated with interactive, experimental and entertaining features. Interactive installation art is a new and comprehensive art form. In the process of creation, artists should combine the computer with other digital products. Interactive installation art is based on the new digital technology hardware device for mobile media, the audience can experience the image and sound object through their body or via an interface. Interactive device art, both in the form of expression and in the audience interaction, has given viewers a new experience, which enables the audience to participate in the activities, as well as becomes part of the work. The curriculum is the core of the development of interactive

installation art theoretical understanding and practice, which will explore the various applications of the interactive technology in the artistic creation. Students will learn science and technology by learning to create art works, and elevate their interactive art appreciation ability.