Business/Economics

Course Name: International Marketing (China Focus)

Course Description:

The course assesses the parameters of marketing strategy and success in the context of prevailing Chinese cultural norms and expectations in a rapidly developing consumer culture wherein social mobility, rapid change, technological sophistication and the growing incursion of foreign mass media and popular culture are the conditions of the day. The course lays out the underlying cultural logic that informs management, leadership, human resource conventions, and considers how these matters condition product development strategies, market research, and approaches to customer and public relations in different kinds of Chinese enterprise. Likewise, the course examines marketing questions with reference to common product, price, place, and promotion strategies in China. This course will include case studies from successful Western firms in China such as Apple and KFC and domestic firms like Haier and Lenovo.

Course Name: China's Macroeconomic Impact

Course Description:

Since 1978 when China initiated economic reforms and opening up policies, the Chinese economy has been one of the fastest growing economies. China is now the world's second biggest economy and second biggest exporter. What are the impacts of China's rise on the global economy? What will other countries react to China's economic emerge? This course is designed to provide students with the knowledge of what has happened to China and its impact on global economy in the last three decades.
The course will offer in-depth discussion of Chinese macroeconomic development, industrial structure, trade pattern, economic imbalance, and its impact on the rest of the world economy, particularly on Asia, the US, and Africa.

**Politics**

Course Name: *Introduction to Chinese Government, Politics and Policy*

Course Description:

This is an introductory course on contemporary Chinese politics, government and public policy for international students. This course examines China from a variety of perspectives to enlighten our understanding of China today. All through the course, we will try to tackle the following questions: To what extent did the communist/revolutionary legacy affect reform-era politics and policy in China? Why has China been able to achieve such significant economic growth in the past three decades? Will economic liberalization inevitably lead China onto a political path predicted by modernization theory? On the international arena, is China really an emerging superpower or is it a developing country facing significant internal challenges that preclude its continued rise?

**Sociology**

Course Name: *Issues in Contemporary Chinese Society*

Course Description:

China's transition to a market economy and return to the global community have huge impacts over the lives of its people, as well as the rest of the world. While covering other fields such as anthropology, political science, gender studies and urban studies, this course mostly employs a sociological perspective to examine issues in contemporary Chinese society. Topics examined include not only these well-known
aspects of Chinese society such as guanxi and face, collectivism and family-centered culture, but also the emerging civil society, ongoing sexual revolution, and increasing social polarization that are more likely associated with the enormous social change over the past three decades. Students will be asked to critically and creatively think about change and continuity in contemporary China in relation to the dynamic and complex interaction of local factors and global forces.

Course Name: **Globalization and Urbanization: China’s Urban Transformation and What It Means for the World**

Course Description:

This course introduces students to the recent literature on China’s immense urban transformation process, spatial restructuring and urban problems it causes. Much of the course focuses on the post-1978 period, which fundamentally differs from the preceding 30 years of state socialism. The topics are mainly divided into three parts. Part 1 is on the process and the uniqueness of urbanization in China. Issues such as the socialist ideology, the household registration (hukou) system, rural-urban migration and globalization will be discussed. We will also pay special attention to the process of urban development in Shanghai. Part 2 is on the spatial restructuring of Chinese cities. We will study the dominant work unit (danwei) compounds in pre-reform era, urban renewal and expansion and the diversified urban landscapes in post-reform era, urban renewal and expansion and the diversified urban landscapes in post-reform era. Part 3 will examine various urban issues emerging with the rapid urbanization, such as the massive migration and assimilation, housing problems, urban inequality and discontent.

**Psychology**

Course Name: **Cross-cultural Communication**
Course Description:
The course introduces basics of cross-cultural communication, including main theories of culture. The course lays out the effect of language, nonverbal language and cultural identity on communication. How people adjust in different cultures, their acculturation stages and strategy will be discussed. Based on these knowledge, the practice how to communicate effectively and appropriately between Chinese and foreigners are discussed, such as Sino-USA people, Sino-German, Sino-Japanese etc. This course will include case studies, games, role plays and movie watching.

History & Culture

Course Name: Chinese Civilization: An Introduction

Course Description:
This course introduces to students the general Chinese civilization from the neolithic era down to the present. It emphasizes the late imperial period to the contemporary world. The course covers as wide topics as history, philosophy, politics, women’s studies, local society, economy, environment, etc. The goal of the course is to provide students with general knowledge of China’s past and present, but at the same time encourage them to deeply investigate one or two fields that mostly attract them. By exploring such fields, the course anticipates students to understand China’s glory and predicament, which will greatly improve the mutual understandings between Chinese people and foreigners. Students are required to read assigned readings every week and finish writing two papers centered on the topics they choose during the semester. They are expected to participate actively in the course by raising questions, leading discussions, or giving presentations.

Course Name: Chinese Popular Culture
Course Description:

This course takes a multi-faceted and interdisciplinary look at contemporary popular culture in China. Our mission is to not only gain a better understanding of life and culture in China, but to experience it as well. In addition to studying an array of popular and academic sources, students will have the opportunity to witness the themes of the class first hand, in authentic cultural settings through various field trips. We will explore food culture, sports culture, trends in music, cultures of expression in physical and digital spaces, perspectives on celebrity and fandom in China, as well as the social factors surrounding new developments in dating culture. Additionally, where applicable, the class will examine what it means to be part of a sub-culture in China today. Though the spectrum of subject matter is vast, classroom activities will be in-depth, and all topics covered have been meticulously chosen for relevance to the Shanghai/Chinese experience, so that students will leave each meeting better equipped to understand the people and society around them.

Philosophy

Course Name: An Introduction to Classical Chinese Philosophy

Course Description:

This course is a comprehensive historical survey of the main philosophical traditions in China, including Confucianism, Mohism, Legalism, Daoism, Buddhism, etc. Through lectures, discussions, and reading of select primary and secondary sources, we will explore the formulations and subsequent transformations of key beliefs, doctrines, practices, and institutions that characterized specific philosophical traditions. We will also discuss about the general character of Chinese culture and the impact of Chinese traditions on people’s life today.
Literature and Art

Course Name: Contemporary Chinese Literature

Course Description:

This course introduces students to contemporary Chinese literature produced after 1949, and particularly after the Cultural Revolution (1966-1976), by selecting literary works that are not widely taught outside China and that depict and directly affect life in China today. China has made some of the most dramatic changes in its history during the last thirty years, and the literary works created after 1976 are equally meaningful and certainly rival, if not surpass, many works produced during the Republic. Through the magnifying lens of contemporary literature, the course closely examines the cultural, social and environmental concerns of this remarkably transformative period. Students will learn to contextualize modern and contemporary Chinese literature within specific historical periods and eras as a means to analyze and understand literature not just as an art but as an expression of social change. In other words, the historical use of literature for the purpose of addressing social problems and as a vehicle for social development in China is the main concern of this course.

Course Name: Contemporary Chinese Cinema

Course Description:

This course is to look at contemporary Chinese cinema as a visual art and to illustrate the ways in which it has been shaped by Chinese cultural, social and political tradition over the past three decades. Emphasizing on both film contexts and film texts, this course invites students to a broad cinematic analysis. In order to achieve such goals and inspire critical thinking, ten filmmakers and movies in diverse style and subject are carefully selected to cover a range of cultural, cross-cultural, intellectual, social, ethnic, and political issues. Students are required to watch an appointed film before each lecture and
bring one or two questions about the film and Chinese culture into the class discussion. The Lecture-Discussion method is applied to provide a better understanding of both the development and pattern of Chinese cinema, and the culture exemplified in those films.

Course Name: **Comparative Studies of Eastern and Western Theatre Cultures**

Course Description:

This Taking this course, students will have opportunities to watch the fantastic performance of traditional Chinese drama (Peking Opera, Kun Opera or Yue Opera) at downtown theatre as well as watching videos of Greek tragedies, Indian dramas and western modern plays (some western plays are shown in the style of traditional Chinese drama). After finishing this course, students would have a good understanding of the similarities and differences between Chinese and western drama, and acquire a special perspective to look at the intercultural communication between China and the rest of the world.