

Donghua University Center of International Programs (CIP)

These courses are offered by faculty through Donghua University's Center of International programs, which operates English-taught coursework in Business Administration, Marketing, and Economics in International Trade. All courses listed are 3 course credits and are instructed in English. CET students may enroll in the following courses, through the Course Preferences Form on your online CET account.

BUS155 Macroeconomics

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 macro-economy is something that impacts on individuals, households and businesses large and small. It is the aim of this course that students understand the macroeconomic theories that underpin different schools of thought and can form their own informed positions, so as to make better judgments and decisions in their individual, civic and business lives. The course will address some of these recent criticisms on the utility of economics as a discipline of study and in its ability (or inability) to predict fluctuations in the global economy, such as the 2009 global recession.

BUS401 Entrepreneurship & Innovation

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

STA150 Basic Statistics

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.