



Modules of Study Booklet

English-taught Modules (Spring)

Please note:

1. This booklet is drafted on the basis of the module directory updated as of December, 2016; the availability of each module along with its teaching content may be subject to change upon the start of the respective semester.
2. If a module has a high enrollment that reaches the cap, or becomes no longer available in due time, it may not be possible to accommodate you, or you are encouraged to remain a bit flexible in your schedule planning.
3. A wider range of in-session Chinese language modules will also be available for those wishing to map a key idea in the Chinese Language. Assuming no prior knowledge of Chinese, layers of learning goals designated and set in these modules are tailored to a beginner's progressive needs. More details on selection of Chinese language modules will follow upon your arrivals, specifically during an orientation session.
4. Incoming students are expected to start module selection by following instructions which will normally be communicated individually via a welcome email upon admission.

Welcome from the President, SUFE

Shanghai University of Finance and Economics (SUFE) was founded in 1917, and has grown to become a leading research university that maintains a particular commitment to academic excellence and innovation. At SUFE we aim to equip students, at home and from abroad, for success in the increasingly connected world network of economies and cultures, incorporating finance, economics, management, law, and science for an interdisciplinary approach to business study. It is stimulating, cosmopolitan and very much a part of the 'real world'. These qualities derive from the variety of its staff and students, from its active academic and political concerns, and from the easy interchange of ideas between the university and the world.

Students at SUFE are assured to receive world - class education, to gain a broader view of the real business world, and to take their place on international business stage using their knowledge and skills accumulated throughout classrooms of global community.

To meet students' enthusiasm for learning across multidisciplinary areas, SUFE has expanded subjects offered to include Financial Management, Econometrics and Banking & International Finance, International Economics & Trade, International Accounting, International Business and Real Estate Management. The academic growth of SUFE students is matched by a rich, personal appreciation of new cultures, business, societies, languages and economics.

We look forward, very much, to the prospect of welcoming you to SUFE.

Liming Fan

President, SUFE

Introduction to SUFE Academics

SUFE is on the leading edge of internationalization so as to bring up better talents. SUFE faculties are mostly international scholars with a strong academic background across the finance and economics fields, and are striving to ensure that you gain the maximum benefit from the commencement of your academic year. You will undertake proper course load, receive academic support tailored to your real needs, attend classes lectured by prestigious professors, and be able to access advanced teaching resources and technologies. Thus you will not only gain from the experience of studying in a different system, but also from full integration with the wider SUFE community.

1. Grading Terms and Description

In learning as an undergraduate, the evaluation of your academic performance, in regard to course objectives, is delivered by a diverse ways as indicated in the following:

Description	Marks	Level	GPA
High Distinction	90-100	A	4.0
	85-89	A-	3.7
Distinction	82-84	B+	3.3
	78-81	B	3.0
	75-77	B-	2.7
Credit	72-74	C+	2.3
	68-71	C+	2.0
	64-67	C-	1.7
Pass	60-63	D	1.0
Fail	Below 60	F	0

2. Academic Resources

SUFE library

With nearly two million books and journals in a combination of electronic and print formats, SUFE library services provides access to a vast range of resources across all subjects areas taught. There are 11 e - journal and 15 statistics database built within the library system with valuable and historical material housed in various collections.

More information about the library can be found at:

<http://www.lib.shufe.edu.cn/shcd/ywwz/>

E-Learning

SUFE offers a wide range of IT facilities in open - access cluster rooms and student residences. Many subject areas have their own computer facilities and computer network points are available in individual dormitories. The E - learning system (blackboard) which aims to provide SUFE students with extra convenience for After-class communication with lecturers and tutors, expands and intensifies the effectiveness of teaching and learning.

3. Academic Regulations

Attendance

International students attend classes according to academic calendar of SUFE and have Chinese official holidays, summer vacation and winter vacation of SUFE.

Attendance will be recorded by the teacher teaching the class. Those unable to attend the classes are required to ask for leave. One is required to observe class discipline: dress properly, do not be late, do not leave before the class ends, do not smoke, and do not have snack in class.

International students ask for leave in writing in advance except the cases of emergency or they will be regarded as absent. The leave not more than 3 days is to

be approved by Student Office. The leave more than 3 days is to be submitted by Student Office to the chair of the college for approval. Certificate provided by hospitals is required for a sick leave.

Those who do not ask for leave for unavoidable causes should make a delayed application for leave after they return to classes, or they will be regarded as absent. Please note that students' absence from 1/3 classes constitutes grounds for the abolishment of their right to sit final exams.

Exams

Examinations are given in all courses offered in the university, in the forms of Normal-time checks and final exams. Normal-time checks involve class attendance, class work, after-class assignments and quizzes. The assessment of term performance is primarily based on the result of the final examination, and of course normal-time checks are also considered. The normal-time score should account for 30-40% while the final exam score should account for 60%-70%.

A final exam of foreign teachers' courses will be given on the last class of the teaching.

(The exam time is usually 1.5 hours—2 hours)

Those who have been absent from class on a particular course for over one third of the times are forbidden to take the course exam. (They will have to retake the course.)

If the student has approval by the register section for a waiver of class attendance, then he/she is permitted to take the exam.

Application for Special Arrangements/Rescheduling of Exams

Your application will only be considered in the case of an overlapping of the exam dates with the confirmed start date at the home institution, eligible applicants shall contact the student-exchange coordinators from their home institutions to gain written approval as evidence of confirmation of the overlapping of these dates.

Please note

1. Your submission of this application does not guarantee an approval of requested rescheduled exams. Only applicants that are successful with their applications will be contacted to get advised of the special arrangements for rescheduled exams, those who are not contacted are fully responsible for determining the exact date, time and location of Registrar-scheduled final exams, and are expected to attend exams by following the scheduled instructions where applicable.
2. The University reserves the right to refuse any application as lodged for the purpose of requesting a rescheduled exam, should it be discovered that he/she has made a false statement or has omitted significant information.

Your Academic Record and Transcript

Your academic record details your entire academic history at SUFE and is certified and issued by Academic Affairs Section ICES (International Cultural Exchange School) here in SUFE, IECO (International Exchange and Cooperation Office) is not authorized to either give out grades or validate your academic record. All grades you have achieved throughout the exchange semester(s) will be stated on the academic Record, in rather rare circumstance can any of these grades be removed from this document (unless specified otherwise).

As normally there is a process which may take around 3-4 weeks within which teaching staff need to mark the assessments, and The Board of Examiners meet at a last stage in the process to approve results which can then be released to students, you can view your confirmed academic record when it is ready (close to the end date of the semester) by accessing SUFE Academic Toolkit at <http://eams.sufe.edu.cn> using your login information as instructed above.

An original copy of transcript will be sent to your home institution for further distribution to student each. Transcripts for students leaving at the end of the fall semester should arrive by March. Transcripts for Full - year and Spring-semester students should arrive by September.

Module Directory

[UG] Econometrics.....	1
[UG] Labor Economics.....	2
[UG] Financial Institution & Financial Markets.....	3
[UG] Managerial Accounting.....	4
[UG] Marketing.....	5
[UG] Public Finance.....	7
[UG] Law Reasoning & Research.....	8
[UG] Auditing.....	9
[UG] Mathematical Statistics.....	10
[UG] International Economics.....	12
[UG] Money & Banking.....	14
[UG] Management.....	15
[UG] Intermediate Microeconomics.....	16
[UG] Property Law.....	18
[UG] British & American Legal System	19
[UG] Intermediate Financial Accounting.....	21
[UG] Financial Budgeting and Analysis.....	22
[UG] International Marketing.....	23
[UG] Business English Communication.....	26
[UG] Intercultural Communication in Global Workplace.....	27

Please note that above listing may not include the full range of modules offered throughout the spring semester 2017, to find more details on your preferred modules, you may wish to request an electronic copy of syllabus by accessing [E-learning](#), upon your arrivals and formal registration in person at SUFE.

[UG] Econometrics

Credits: 3

Teaching Hours: 48

Department: School of Mathematics

Prerequisites: Math analysis, higher algebra Statistics, Economics, Computers courses.

Textbooks: Greene W.H. Econometric Analysis. Prentice Hall int. 5th ed., 2003, and earlier editions (Gr).

Course Objectives: After studying the course, the students should master the basic theory and the methods .And they also appreciate how to investigate the theory and how to use the theory and the method to solve the practical problems they will meet. Especially they are able to construct a suitable model for economic and finance questions to do theoretical and empirical analysis.

Course Schedule:

Week	Subject
1	Introduction to Econometrics. Review Probability
2	Review statistics
3	Simple Linear Regression Model (SLR). OLS-estimation.
4	Multiple Linear Regression Model (MLR): two explanatory variables and k explanatory variables.
5	Variables Transformations in Regression Analysis.
6	Dummy Variables.
7	Linear Regression Model Specification.
8	The Generalized least Squares Estimation
9	Heteroscedasticity.
10	stochastic Explanatory Variables
11	Maximum Likelihood Estimation.
12	Binary Choice Models, Limited Dependent Variable Models.
13	Auto correlated disturbance term.
14	Stochastic Regresses
15	The Gmm Estimation
16	Dynamic Processes Models. Forecasting.
17	Panel Data Models.

Evaluation:

Course paper	60%
Class activity	40%

Academic Dishonesty: N/A

[UG] Labor Economics

Credits: 2

Teaching Hours: 32

Department: School of International Business Administration

Pre-requisites: Principles of Economics, Measurement Principles of Economics

Textbooks: *Contemporary Labor Economics 10th edition*, by Campbell R. McConnell, Stanley L. Brue and David A. Macpherson, McGraw-Hill, 2013.

Course Objectives: The aim of this course is to acquaint students with traditional topics in labor economics and to encourage the development of independent research interests. We will cover a systematic development of the theory of labor supply, labor demand, and human capital. Topics include wage and employment determination, turnover, search, immigration, unemployment, equalizing differences, and institutions in the labor market. There will be particular emphasis on the interaction between theoretical and empirical modeling.

Course Schedule:

Week	Date	In-class		Assignment
		Hours	Subject	
1	9/15	2	Introduction and Overview; The theory of Individual Labor Supply	Class exercise
	9/17	2	Population, Participation Rates, and Hours of Work;	Class exercise
2	9/22	2	Investment in Human Capital; The Demand for Labor;	Class exercise
	9/24	2	Wage Determination and the Allocation of Labor;	
3	9/29	2	Alternative Pay Schemes and Labor Efficiency;	Class exercise

	10/1	2		
4	10/6	2	The Wage Structure	Mid-test
	10/8	2	Mobility, Migration, and Efficiency;	Class exercise
5	10/13	2	Labor Unions and Collective Bargaining.	
	10/15	2	Government and the Labor Market: Legislation and Regulation?	Class exercise
6	10/20	2	Labor Market Discrimination.	Class exercise
	10/22	2	Job Search: External and Internal;	Class exercise
7	10/27	2	Distribution of Personal Earnings	Class exercise and discussion
	10/29	2	Labor Productivity: Wages, Prices, and Unemployment;	Class exercise
8	11/3	2	Labor Relations and Collective Bargaining	Class exercise and discussion
	11/5	2	Employment and Unemployment.	Class exercise
9			Review/ exam	

Evaluation:

Class participation and Assignment	10%
Midterm Exam	30%
Final Exam	60%

Academic Dishonesty: It is University's policy that any student found to have cheated through any means will be awarded a failed grade in the course and may also be barred from the University.

[UG] Financial Institution & Financial Markets

Credits: 2

Teaching Hours: 32

Department: School of Finance

Prerequisites: None

Textbooks: Saunders, A. and M. Cornett, Financial Institutions Management: A Risk Management Approach, McGraw-Hill, 8th edition, 2014.

Course Objectives: This course applies modern risk management tools and the agency theory to various issues arising in financial institutions and markets. This course equips students with modern finance framework and analytical skills so that they can identify key issues/frictions underpinning the business operations of

financial institutions and apply fundamental economic principles and modern finance framework to approach important real-world problems. They are expected to become intelligent and critical readers of The Economist, Financial Times, and the Wall Street Journal.

Course Schedule:

Week 1	Overview of Modern Financial Systems (Chapter 1)
Week 2	Financial Service Institutions (Chapters 2 and 13)
Week 3	Risks of Financial Institutions (Chapter 7)
Week 4-5	Interest Rate Risk (Chapters 8 and 9)
Week 5-6	Market Risk(Chapter 10)
Week6	Midterm Exam
Week 7-8	Credit Risk (Chapters 11 and 12)
Week 9	Liquidity Risk (Chapter 14)
Week 10	Capital Adequacy (Chapter 20)
Week 11	Managing Risk Using Derivatives

Evaluation:

Attendance and In-class Assignment	10%
Homework	10% - 20%
Midterm Exam	20% - 30%
Final Exam	50%

Academic Dishonesty: N/A

[UG] Managerial Accounting

Credits: 3

Teaching Hours: 48

Department: School of Accounting

Prerequisites: None

Textbooks: *Introduction to Management Accounting (15th Edition)*, Jerry J. Charles T. Homgren, Gary L. Sundem, William O. Stratton, and Dave Burgstahler, Jeff Schatzber, Beijing University Press, January 2013

Course Objectives:

- To learn the behavior of cost and how to use cost information for planning, controlling and performance evaluation
- Develop managerial skills in analyzing business issues, performing negotiations, and making decisions
- Develop critical thinking and the ability to analyze the control environment and control processes in organizations
- Develop ethical reasoning and behavior, and critically think about ethical dilemmas

Course Schedule:

Content	Topics
Chapter1	Accounting and Decision Making
Chapter2	Identifying Resources, Activities, Costs and Cost Drivers
Chapter3	Cost Drivers and Cost Behavior
Chapter4	Cost Management System and Cost Accounting System
Chapter5	The Concept of Relevance
Chapter6	Make-or-buy Decision
Chapter7	Budgets and the organization
Chapter8	Evaluate Results
Chapter9	Management Control Systems
Chapter10	Centralization Versus Decentralization
Chapter11	Capital Budgeting for Programs and Projects

Evaluation:

In-class Participation	20%
Homework	20%
Final Exam	60%

Academic Dishonesty: It is University's policy that any student found to have cheated through any means will be awarded a failed grade in the course and may also be barred from the University.

[UG] Marketing

Credits: 2

Teaching Hours: 32

Department: School of International Business Administration

Prerequisites:

Textbooks: *Marketing Management*, Philip Kotler, 13th Edition, ISBN 978-7-302-20556-2

Course Objectives:

- Be able to properly identify and select markets for which specific products will be targeted.
- Explain the basic functional aspects necessary to formulate an integrated Marketing Plan. This includes Consumer Buying Behavior, Environment, Marketing Research, Product Management, Promotion, Channels of Distribution and Pricing.
- Be able to understand marketing research that is targeted towards reading of topical articles related to Marketing and being able to reference their topics to that being discussed in the class.
- Be able to understand marketing plan elements based on what is learned in this class. This objective deals with the practical application of the subject of Marketing and integrates the information presented in the entire class. This overview of a conceptual marketing plan will be used to build detailed Marketing Plans in future marketing core courses.

Course Schedule:

Class 1	<ul style="list-style-type: none">● Review the course syllabus and plans● Create teams● Chapters 1 & 2, Define Marketing, Strategies and Plans
Class 2	<ul style="list-style-type: none">● Discuss sample marketing plan: 98-102● Chapters 3 & 4, Information and Research● Reading: Discover the Do's and Dont's of competitive intelligence.● Hot topics.
Class 3	<ul style="list-style-type: none">● Chapter 5, Creating Customer Value● Hot topics.
Class 4	<ul style="list-style-type: none">● Chapters 6, Analyzing Consumer Markets● Reading: Can Foxconn Make Sharp a Global Brand?● Hot topics.
Class 5	<ul style="list-style-type: none">● Chapters 7, Analyzing Business Markets● Reading: Meet the Chinese Consumer of 2020.● Hot topics.
Class 6	<ul style="list-style-type: none">● Chapters 8, Identify Market Segments● Reading: What Happened to Uber in China?● Hot Topics.
Class 7	Midterm

Class 8	<ul style="list-style-type: none"> ● Chapter 9, Creating Brand Equity ● Reading: ● Hot topics.
Class 9	<ul style="list-style-type: none"> ● Chapter 10 & 12, Crafting Brand Position ● Hot topics.
Class 10	<ul style="list-style-type: none"> ● Chapter 11, Dealing with Competition ● Hot topics.
Class 11	<ul style="list-style-type: none"> ● Chapter 13, Product Strategy ● Reading: Real Story Behind Jeff Bezos ● Hot topics.
Class 12	<ul style="list-style-type: none"> ● Chapter 13, Services ● Reading: Opportunities Open Up in Chinese Private Health Insurance
Class 13	<ul style="list-style-type: none"> ● Chapter 14, Pricing ● Boeing keeps prices for 2017.
Class 14	<ul style="list-style-type: none"> ● Chapter 16, Retail, Wholesale & Logistics ● Reading: Inside the secret world of Trader Joe's
Class 15	<ul style="list-style-type: none"> ● Chapters 17 & 18, Communications and Promotions
Class 16	Final

Evaluation:

Team Presentation of Reading	25%
Team Hot Topics	25%
Midterm	25%
Final Exam	25%

Academic Dishonesty: N/A

[UG] Public Finance

Credits: 2

Teaching Hours: 32

Department: School of Public Economics and Administration

Prerequisites: N/A

Textbooks: Worth Publishers, *Public Finance and Public Policy* by Jonathan Gruber, 4th edition 2013.

Course Objectives: This course aims at illustrating basic and foundational concepts

and principles in public finance. Students will learn about the role of government in the economy, about why, when and with which instruments can the government intervene in the economy.

Course Schedule:

Class	Subject
Part I	
1	Introduction
2	Theoretical Concepts in Public Finance
3	Empirical Tools in Public Finance
Part II	
5	Theory of Insurance
6	Social Insurance
7	Midterm Exam
Part III	
8	Public Goods
9	Public Goods and Applications
Part IV	
10	Taxation
11	Taxation and Applications

Evaluation:

Class participation & attendance	10%
Midterm	20%
Final Exam	70%

Academic Dishonesty: Issues related to the student's academic dishonesty includes cheating on exams; plagiarism; forged or improper use in school achievement; without teacher permission to access, the use of test materials. The minimum penalty for academic dishonesty is the examination given 0 points. Other penalties include report school-related departments and in accordance with relevant regulations.

[UG] Legal Reasoning & Research

Credits: 3

Teaching Hours: 48

Department: Law

Prerequisites: N/A

Textbooks: N/A

Course Objectives: The legal reasoning and research course is designed to make civil law country students learn the general techniques and process of case analysis and relevant legal writing and legal research in common law countries. Students are expected to perform Anglo-American style legal reasoning, writing, and research practices with course instructor's guidance. Coverage of this course includes: structure of cases and case reading skills, analogical reasoning, deductive reasoning, case brief and memo writing, research with case law, research with interpreting constitutions, statutes and international law, research with academic legal publications and legal databases.

Academic Dishonesty: N/A

[UG] Auditing

Credits: 3

Teaching Hours: 48

Department: School of Accounting

Prerequisites: N/A

Textbooks: Auditing and Assurance Services – 14th Edition – Arens/Elder/Beasley

Course Description: Study of auditing standards, internal accounting, control systems, compliance and substantive audit procedures applied to accounts and transaction cycles, and audit reports. Review of the auditing concepts of materiality and risk, types of evidence and documentation, and an introduction to the ethical and legal responsibilities of the Certified Public Accountant.

Course Schedule: Tuesday and Thursday 10:05 – 11:45

Evaluation:

Homework and Other	30%
Final Examination	70%

Academic Dishonesty: N/A

[UG] Mathematical Statistics

Credits: 3

Teaching Hours: 48

Department: School of Finance

Prerequisites: N/A

Textbooks: Chapters 5 – 9, *Probability and Statistics (4th edition)* by Morris H. DeGroot and Mark J. Schervish

Course Description: This class emphasizes applications and fundamental concepts of statistics as well as provides a practical orientation that teaches students how to identify the correct method, calculate the statistics, and properly interpret the results in the context of the question or decision at hand. The students will learn not only the algorithms and techniques used to solve related problems, but also the real-world applications that adopt these methods. The students are encouraged to utilize computers in every respect of this class.

Course Schedule:

Date	Subjects	Assignments
5/16	D & S 5.6 The Normal Distribution	Section 5.6 (Page 315) #1-11
5/17	D & S 5.7 The Gamma Distribution	Section 5.7 (Page 325) #1-10
5/18	D & S 6.2, 6.3 The Law of Large Numbers & The Central Limit Theorem	Section 6.2 (Page 358) #5, 6; Section 6.3 (Page 370) #1-10
5/19	D & S 6.4 The Correction for Continuity	Section 6.4 (Page 374) #1-5; Section 7.5 (Page 425) #2-9;
	D & S 7.1 & 7.5 Statistical Inference	Section 7.6 (Page 441) #1, 2, 3, 5,

	& Maximum Likelihood Estimators	6, 7
	D & S 7.6 Properties of Maximum Likelihood Estimators	
5/23	D & S 7.7 Sufficient Statistics and HW Discussion	Section 7.7 (Page 448) #1-10
5/24	D & S 7.8 Joint Sufficient Statistics	Section 7.8 (Page 454) #1-4
	D & S 7.9 Improving an Estimator	Section 7.9 (Page 460) #1, 2, 3, 4, 8, 12, 13, 14
5/25	HW Discussion	
5/26	Exam 1: Chapters 5, 6, & 7	Section 8.1 (Page 468) #5-8,
	D & S 8.1 Sampling Distribution	Section 8.2 (Page 472) #5, 6, 7, 9,
	D & S 8.2 The Chi-Square Distribution	10, 11
5/29	D & S 8.3 Sample mean and sample variance;	Sec. 8.3 (Page 479) #6, 7, 8
5/30	D & S 8.4 The t Distribution.	Sec. 8.4 (Page 484) #3, 4, 5, 6
5/31	D & S 8.5 Confidence Intervals	Sec. 8.5 (Page 494) #2, 3, 4, 5, 6
6/1	D & S 8.7 Unbiased Estimators	Sec. 8.7 (Page 512) #1-9; Sec. 8.8
	D & S 8.8 Fisher Information	(Page 527) #2, 3, 4, 5, 7, 8
	Homework Discussion	
6/5	D & S 9.1 & 9.2 Testing hypotheses	Sec. 9.1 (Page 548) #1, 2, 3, 4, 6,
	D & S 9.3 UMPT	11; Section 9.2 (Page 557) # 1, 2, 3, 5, 7, 8, 10; Section 9.3 (Page 566) #1, 2, 3, 6, 8, 9, 10, 11, 13
6/6	D & S 9.4 Two-Sided Alternatives	Sec. 9.4 (Page 575) #4, 5
	D & S 9.5 The t tests	Sec. 9.5 (Page 585) #4, 8, 9, 10, 12, 13, 14, 15, 16
6/7	D & S 9.6 Comparing the Means of two Normal Distributions	Sec. 9.6 (Page 596) # 1-5
	D & S 9.7 The F distribution	Sec. 9.7 (Page 604) # 1, 2, 7, 8, 9
6/9	Chapter 9 homework discussion	
	Exam 2	

Evaluation:

Exam I (Chapters 5, 6, 7 of D & S)	45%
Exam II (Chapters 8, 9 of D & S)	45%
Homework	10%

Academic Dishonesty: N/A

[UG] International Economics

Credits: 3

Teaching Hours: 48

Department: School of Economics

Pre-requisites: This course is an upper level economics class in both microeconomics and macroeconomics. I assume that you fully understand the fundamentals learned in principles of microeconomics and principles of macroeconomics. Calculus is also required for you to follow the lectures.

Textbooks: *International Economics* (combined edition) by Robert C. Feenstra and Alan M. Taylor.

Course Objectives: This course is a one-semester introduction to International Economics. The objective of this course is to study the fundamentals of international trade and international macroeconomics, which provide tools to understand important international economic issues and policies. In the first half of the course, basic trade models, which explain why countries trade, are discussed and then followed by discussions of trade policies, such as trade barriers and international trade agreements. In the second half of this course we focus on how exchange rate is determined and how different exchange regimes work. By the end of the course, we expect that everyone can apply what we have learned from the class to analyze some current economic issues.

Course Schedule:

Subject	Chapter	Approximate time in class
Introduction	1	90mins
International Trade		
The Ricardian Model	2	180mins
The Specific-Factor Model	3	180mins
The Heckscher-Ohlin Model	4	180mins
Increasing Returns and Imperfect Competition	6	180mins
Foreign Outsourcing	7	180mins
Tariffs and Quotas under Perfect Competition	8	180mins
International Agreements	11	90mins

Midterm Exam		
International Macroeconomics		
Introduction to Exchange Rates	13	90mins
The Monetary Approach of Exchange Rates	14	180mins
The Asset Approach of Exchange Rates	15	180mins
International Accounts	16	180mins
Output, Exchange Rates and Macro Policies	18	180mins
Exchange Rate Crisis (will be covered only if time allows)	20	N/A
Final exam		

Evaluation:

Homework	10%
Midterm	30%
Final Exam	60%

Academic Dishonesty:

- Be honest at all times.
- Act fairly toward others. For example, do not disrupt or seek an unfair advantage over others by cheating, or by talking or allowing eyes to wander during exams.
- Take group as well as individual responsibility for honorable behavior. Collectively, as well as individually, make every effort to prevent and avoid academic misconduct, and report acts of misconduct that you witness.
- Do not submit the same work in more than one class. Unless otherwise specified by the instructor, all work submitted to fulfill course requirements must be work done by the student specifically for that course. This means that work submitted for one course cannot be used to satisfy requirements of another course unless the student obtains permission from the instructor.
- Unless permitted by the instructor, do not work with others on graded coursework, including in class and take-home tests, papers, or homework assignments. When an instructor specifically informs students that they may collaborate on work required for a course, the extent of the collaboration must not exceed the limits set by the instructor.
- Know what plagiarism is and take steps to avoid it. When using the words or ideas of another, even if paraphrased in your own words, you must cite your source. Students who are confused about whether a particular act constitutes plagiarism should consult the instructor who gave the assignment.

-
- Know the rules - ignorance is no defense. Those who violate campus rules regarding academic misconduct are subject to disciplinary sanctions, including suspension and dismissal.

[UG] Money & Banking

Credits: 2

Teaching Hours: 32

Department: School of Finance

Prerequisites: N/A

Textbooks: *Money, Banking and Financial Markets, 2th Edition* by Stephen Cecchetti, McGraw-Hill

Course Description: This course focuses on money, banking and financial institutions. Topics include money and the payment system; financial instruments, financial markets, and financial institutions; future value, present value and interest rates; risk and returns; bonds, bond prices, and the determination of interest rates; risk and term structure of interest rates; stocks, stock markets, and market efficiency; derivatives, futures, options and swaps; foreign exchange rates; the economics of financial intermediation; depository institutions, banks and bank management; financial industry structure; regulating the financial system; the structure of central banks, the federal reserve and the European central banks.

Course Schedule: N/A

Evaluation:

Attendance and Class Participation	5%
Homework Assignments	20%
Midterm I	25%
Midterm II	25%
Final Exam	25%

Academic Dishonesty: Integrity, mutual respect and human dignity for others are fundamental expectations in this class. Cheating, plagiarism or other forms of dishonesty are prohibited. As part of academic honesty, students are expected to

adhere to all instructions given on examinations.

[UG] Management

Credits: 2

Teaching Hours: 32

Department: School of International Business Administration

Prerequisites: N/A

Textbooks: Handouts

Course Objectives: By the completion of the course, students will have a greater understanding of the role and importance of management. Students will understand that management is an on-going process geared to motivate the worker as an individual and as a member of a group. Learning basic management terminology will also be achieved. After completing this course, you should:

1. Understand the historical evolution of management and the manager's role in society;
2. Understand the fundamental concepts and principles of management which have general applicability to all types of organizations;
3. Understand the economic, legal, political, ethical, socio-cultural and international forces in an organization's environment and their impact upon the organization;
4. Develop knowledge of the basic management functions of planning, organizing, leading and controlling;
5. Identify current problems, issues, and trends which challenge today's managers;
6. Develop an understanding of the relationship between individual values and attitudes and managerial leadership style;
7. Develop and strengthen problem solving and communication skills.

Course Schedule:

Week	Subject
1	Introduction to Management and Organizations
2	Management History
3	Planning and Strategy
4	Leadership and Ethics

5	Organizational Structures
6	Management Controls
7	Team Project 1 Presentations
8	Decision Making
9	Communicating for Results
10	Human Resources
11	Human Resources - Interviews
12	Motivation
13	Corporate Governance
14	Team Project 2 Presentations
15	Change & Stress Management
16	Team Reviews
17	21st Century Skills

Evaluation:

Class Attendance & Participation	20%
Course Projects and exercises	20%
Final Exam	60%

Academic Dishonesty: Plagiarism is not tolerated by SUFE. All course work submitted MUST be your own work. Do not copy from the Internet or other sources without using the correct referencing. If you copy without references to copied or other obtained information you **will** receive a '0' score.

[UG] Intermediate Microeconomics

Credits: 3

Teaching Hours: 48

Department: School of Economics

Prerequisites: None

Textbooks: *Hal R. Varian, Intermediate Microeconomics—A Modern Approach, 7th edition.*

Course Description: The objective of this course is to provide the student a fairly rigorous introduction to the methods of microeconomic analysis. We will focus on covering some of the core concepts and tools of microeconomics so that the student is prepared for applications of these ideas in later courses. In microeconomics we first consider the decision-making of individual agents and then examine how the aggregation of these decisions affects market outcomes. This course begins by studying the decision-making of consumers and how that leads to aggregate demand; we then move on to considering producer decision-making and aggregate supply. Next we study how supply and demand interact in ideal market conditions (perfect competition) and define equilibrium. The final part of the course relaxes some of the strong assumptions of perfectly competitive markets to consider market power, imperfect or asymmetric information, and non-market goods. The course uses a variety of mathematical techniques, including graphs, algebra, and calculus.

Course Schedule:

Week	Lecture	Day	Date	Topic	Reading
1	1	Tuesday	2/23/16	Introduction to the Market	Ch 1
1	2	Thursday	2/25/16	Budget constraint	Ch 2
2	3	Tuesday	3/1/16	Preferences	Ch 3
2	4	Thursday	3/3/16	Utility	Ch 4
3	5	Tuesday	3/8/16	Choice	Ch 5
3	6	Thursday	3/10/16	Demand	Ch 6
4	7	Tuesday	3/15/16	Slutsky Equation	Ch 8
4	8	Thursday	3/17/16	Intertemporal choice	Ch 10
5	9	Tuesday	3/22/16	Uncertainty	Ch 12
5	10	Thursday	3/24/16	Consumer Surplus	Ch 14
6	11	Tuesday	3/29/16	Market Demand	Ch 15
6	12	Thursday	3/31/16	Equilibrium	Ch 16
7	13	Tuesday	4/5/16	Review Class	
7		Thursday	4/7/16	Midterm Exam	
8	14	Tuesday	4/12/16	Technology	Ch 18
8	15	Thursday	4/14/16	Profit Maximization	Ch 19
9	16	Tuesday	4/19/16	Cost Minimization	Ch 20
9	17	Thursday	4/21/16	Cost Curves	Ch 21
10	18	Tuesday	4/26/16	Firm Supply	Ch 22
10	19	Thursday	4/28/16	Industry Supply	Ch 23
11	20	Tuesday	5/3/16	Monopoly	Ch 24
11	21	Thursday	5/5/16	Oligopoly	Ch 27
12	22	Tuesday	5/10/16	Externalities	Ch 34
12	23	Thursday	5/12/16	Public Goods	Ch 36

Evaluation:

Class Participation	5%
Homework and in-class quizzes	20%
Midterm Exam	25%
Final Exam	50%

Academic Dishonesty: I follow the standard SUFE policies. I cannot accept any excuse for missing exams unless you provide proof of an emergency (illness, etc...). This emergency must be considered a valid excuse by SUFE guidelines. Academic dishonesty by the student code of conduct includes cheating on the assignments or exams; plagiarizing; altering; forging, or misusing a University academic record; taking, acquiring, or using test materials without faculty permission; and acting alone or in cooperation with another to enhance a grade, etc. A minimum penalty for academic dishonesty is a grade of zero. Other penalties may include an F in course and a complaint to university authorities so that they act consequently with the corresponding university policy.

[UG] Property Law

Credits: 3

Teaching Hours: 48

Department: Law

Textbooks: Property : A Contemporary Approach 2nd Edition, West 2014. As I am aware that you do not have access to the textbook, copies of the assigned readings will be handed out to you in each class for the following week.

Course Objectives: This course is designed to help the students gain a working knowledge of Property Law and the associated legal issues, become aware of legal theory behind Property Law and gain competency in handling cases dealing with property related disputes in a common law legal setting.

Evaluation: Grading scale: The course will be graded on a bell curve. Students will be graded based upon their attendance and participation 30%, a midterm examination 20% and a final exam worth 50%

Academic Dishonesty: Students at SHUFE enjoy significant freedom of artistic

expression and are encouraged to stretch their scholarly and artistic boundaries. However, the University prohibits all forms of academic dishonesty. For present purposes, “academic dishonesty” is understood as the appropriation and representation of another’s work as one’s own, whether such appropriation includes all or part of the other’s work or whether it comprises all or part of what is represented as one’s own work (plagiarism). Appropriate citation avoids this form of dishonesty. In addition, “academic dishonesty” includes cheating in any form, the falsification of academic documents or the falsification of works or references for the use in class or other academic circumstances. When such dishonesty is discovered, the consequences to the student can be severe.

[UG] British & American Legal System

Credits: 2

Teaching Hours: 32

Department: Law

Prerequisites: N/A

Textbooks: The Fulbright Program (<http://www.cies.org/>) provides funds for me to provide materials to you. I will have the readings from several books for you bound together so that you may use the information as a book. All materials will be posted on the SHUFE Blackboard site. The following are the primary sources I will use:

Michael C. Dorf, *Constitutional Law Stories*, 2nd Ed., Foundation Press, 2009.

Lawrence M. Friedman, *A History of American Law*, 3rd Ed., Touchstone, 2005.

John Humbach, *Whose Monet? An Introduction to the American Legal System*, Wolters Kluwer Law & Business, Aspen Publishers, 2007.

Geoffrey Samuel *A Short Introduction to the Common Law*, Edward Elgar Publishing, 2014.

Course Objectives: The purpose of this course is to critically analyze the British and American legal system. To do this, we will examine a host of topics, including the

structure of federal and state court systems, the processes by which cases enter the courts, methods of judicial selection, and the determinants of judicial decision making.

Course Schedule:

First Week (March 10): Introduction – – The Three Branches of Government in the United States – What Role Do The Courts Have?

Second Week (March 17): Common Law versus Civil Law. From Great Britain to the United States.

Assignment: Read the material that follows this syllabus for our next class. It is available at:

<https://www.law.berkeley.edu/library/robbins/pdf/CommonLawCivilLawTraditions.pdf>

For all other weeks, the reading is to be determined – I will send you an updated syllabus with the reading assignments.

Third Week (March 24): – The Federal versus the State Court Systems.

Fourth Week (Friday, **March 27 make up class** – from 7:50 pm to 9:30 pm): The Types of Cases in the Federal System versus the State System.

Fifth Week (March 31): The British Court System Today.

Sixth Week (April 7): Civil versus Criminal Cases – U.S.

Seventh Week (April 14): Federal Rules of Civil Procedure.

Eighth Week (April 21): Gathering Information through Formal and Informal “Discovery,”

Ninth Week (April 28): “Building Your Case” for the Court.

Midterm Exam – second 1//2 of class on April 28.

Tenth Week (May 5): Federal Rules of Evidence and Trial Strategy.

Eleventh Week (May 12): How to Brief a Case versus a Trial Brief.

Twelfth Week (May 19): A Lawyer's Rules of Ethics and Settlement Options.

Thirteenth Week (May 26): How to Try a Case in the Trial Court and How to Argue an Appeal.

Fourteenth Week (June 2): United States District Court Role Play

Fifteenth Week (June 9): United States Court of Appeals Role Play

Sixteenth Week (June 16): Advantages/Disadvantages of the Common Law System.

Seventeenth Week (June 23) **FINAL EXAMINATION.**

Evaluation: Your grade in this class will be based upon a final exam given during the exam period at the end of the semester (60% of your grade) as well a short midterm examination (20% of your grade), and class participation (20% of your grade). You must read the assigned pages in the book prior to class and participate in class activities (as well as homework) to receive a passing grade.

Academic Dishonesty: N/A

[UG] Intermediate Financial Accounting

Credits: 3

Teaching Hours: 48

Department: School of Accounting

Pre-requisites: Financial Accounting or equivalent

Recommended Textbook:

Intermediate Accounting Vol. 1/2, 2nd Edition, Pearson

Kin Lo and George Fisher

Course Objectives: This subject enables students to demonstrate a global outlook in the context of business, obtain sufficient financial accounting skills and knowledge to make an immediate contribution to their employers and analyze financial reports prepared according to International Financial Reporting Standards.

Course Schedule: N/A

Evaluation: N/A

Academic Dishonesty: N/A

[UG] Financial Budgeting and Analysis

Credits: 2

Teaching Hours: 32

Department: School of Accounting

Pre-requisites: N/A

Recommended Textbook: N/A

Course Objectives: Financial budgeting and Analysis is one of the main courses for undergraduate students who major in financial management. Financial analysis is for analysis to financial reports based on the use of the scientific method and systematic analysis and evaluation of the enterprises of past and present operating results, financial situation, predict the future development trend of enterprises, enterprises of interest groups to help improve decision-making, so as to reduce its uncertainty. Financial analysis involves content analysis such as solvency of enterprises, viability, profitability, capacity development. Financial plan is that by adjusting operative activity scale and the level, so that their funds, proceeds, the cost of coordination, so as to ensure enterprises the financial goals. Including the development of specific financial strategies, financial policies, financial, planning and the preparation of the financial budget, and so forth. In short, financial analysis and planning is a course that analysis and skills in financial management plan in use. To demonstrate the

characteristics of courses, the courses are supplemented by the general case teaching.

Course Schedule: N/A

Evaluation: N/A

Academic Dishonesty: N/A

[UG] International Marketing

Credits: 2

Teaching Hours: 32

Department: School of International Business Administration

Pre-requisites: N/A

Recommended Textbook: Warren J. Keegan, Mark C. Green (2015), Global Marketing ,8th Edition, Prentice Hall.

Course Objectives: Global marketing skills are of increasing importance to marketing practitioners as the pace of globalisation quickens and more and more firms choose, or are forced, to compete in offshore markets. This unit discusses the global marketing environment, how global markets are identified and evaluated, and global product planning, pricing, promotion and distribution strategies.

At the conclusion of the course, students should be capable of:

- (1) Understanding, listing, and explaining the factors, which constrain and provide opportunities for international marketing.
- (2) Compare marketing-mix management in domestic and foreign markets.
- (3) Discuss the impact of culture on international marketing
- (4) Identify and assess information sources used in global marketing planning
- (5) Construct a global marketing plan encompassing strategies to deal with international realities

(6) Assess the future of global marketing

Course Schedule:

Topic 1 Introduction to Global Marketing

Definition of terms; global marketing; theory of comparative advantage; global industry; management; orientation; driving forces and restraining forces

Topic 2 Organization structure and global marketing plans

Leadership and core competence; marketing audit; developing international corporation profiles; global marketing plans

Topic 3 the economic Environment

Affect on marketing strategy; IMF; trade agreements and restrictions

Topic 4 business customs and practices

Culture and business relationships; international differences in business values and ethics

Topic 5 Social and cultural environments

Culture and its elements; cultural change; innovations

Topic 6 political/legal environment

Government policy; nationalism, political risk assessment; commercial laws

Topic 7 global MIS and research

International MIS; problems and sources of secondary data; primary research collection

Topic 8 Global market entry and cooperative strategies

Exporting, franchising/licensing; JV; strategic alliances

Topic 9 Consumer product decisions

Standardized Vs. adaptation; innovative products in foreign markets; the PLC and adaptation; the fifth P

Topic 10 Pricing and distribution decisions

Pricing setting; dumping; exchange rate fluctuations; government influenced pricing; intra-company pricing strategy; distribution strategy; alternative

channels; selection process; franchising; logistics

Topic 11 Communication decisions and HRM

Standardization Vs. localization; media planning; Ad. Cultural diversity;
sales personnel selling abroad; repatriation and reassignment

Topic 12 the future of global marketing

Growing importance; new international realities; the Chinese scene

Evaluation: Assignment and participation (40%)

Case Study

Final Exam Paper (60%)

Class participation

- Class participation is expected and is essential for success in the course. The benefits of the course can only be realized when students share their views with the class. Class participation grades will be based on each student's contribution to the class learning experience.
- During the semester, we will be doing a number of in-class activities involving the application of marketing concepts as well as discussing several cases (time permitting). Preparation for cases as well as participation in case and activity related discussions during class will play a significant role in determining class participation grades.
- Bringing in real world examples from outside reading and sources that highlight marketing concepts is necessary to gain the marks of class participation.

The following are guidelines concerning how you should think about class participation. They will be my criteria for evaluating your participation during the semester.

Content understanding and integration – Do you follow the flow of class discussion and build on others' ideas? When you do not understand something, do you ask questions? Are you an active participant in in-class group case analysis and discussion?

Creativity – do you generate your own insights and applications?

Curiosity and interest—What degree of curiosity, interest, and enthusiasm do you bring to the classroom? Are you in class every day in order to fully participate?

Academic Dishonesty: N/A

[UG] Business English Communication

Credits: 2

Teaching Hours: 32

Department: School of Foreign Studies

Pre-requisites: N/A

Recommended Textbook: N/A

Course Objectives: You will learn the basic principles that make writing work and how to read an audience so that you can persuade and influence them consistently and powerfully. You will learn how to replace some bad writing habits with good ones.

Course Schedule: N/A

1. **Evaluation: Attendance:** 10%
2. **Portfolio:** 20%

The portfolio may be most unfamiliar form of assessment for students. Portfolio assessment is very common and effective for self-directed learning in overseas universities. A portfolio is a collection of documents relevant to a particular subject or purpose. Artists, photographers and fashion models often take portfolios of their work to show employers what they have done and what they can do. Here we use student portfolio to include at least a **minimum** of the writing tasks listed below you complete either in class or out-of class for enhancing self-directed learning, reflection and collaborative learning.

- Resume
- Cover letter
- Application letters

-
- Business letters such as Memo, Email
 - Summary
 - Business report
 - Feedbacks or comments from peers or your tutor
 - Personal reflections on the feedbacks
 - Other examples of business writing you finish during and after class, e.g. quiz and group report writing

3. **Oral Presentation** 15%

You are asked to give a group presentation about your project design. Each member of teams will give presentation on different parts of your project design.

4. **Collaborative writing of market research report:** 15%

You are asked to complete a 1500-word formal business report based on your project work and feedback from peers and tutors on your oral presentation. Collaborative writing process is stressed and evaluated in this task.

5. **Final exam:** 40%

Business communicative competency (mainly written competency) will also be evaluated in a final on-spot writing condition. Writing topics in the exam will be selected from the array of training topics.

Academic Dishonesty: N/A

[UG] Intercultural Communication in Global Workplace

Credits: 2

Teaching Hours: 32

Department: School of Foreign Studies

Pre-requisites: N/A

Recommended Textbook: Communication Between Cultures. Samovar, L. R. Porter, and L. Stefani

Cross-Talk; communicating in a Multicultural workplace. by Kenton and Valentine

Cultural Intelligence; A Guide to Working with People from Other Cultures. Peterson

Guide to Cross-Cultural Communication, Sana Reynolds and Deborah Valentine

Intercultural Business Communication. 6th ed. Chaney and Martin

Intercultural Communication for Business. Tuleja

Intercultural Communication in the Global Workplace. Beamer and Varner

Kiss, Bow, or Shake Hands: How to do Business in Sixty Countries. Morrison and Conaway

Course Objectives: With the deepening of globalization, workplace communication is intercultural communication. This course gives an explanation of different cultural conflict, value and dimensions. It also offers an approach to make international business and multi-national management more effective by applying intercultural communication skills to practical business concerns. Main chapters are: cultural differences and cultural types; intercultural competence; the role of language and non-verbal communication; intercultural negotiation; corporate culture, the cross-cultural team, and intercultural marketing.

Course Schedule: N/A

Evaluation:

Assessed Tasks	Assessment Methods	% Weighting
13 Chapters	e.g. Closed-book exam	70%
Attendance	Documented	5%
Participation in Activities	Documented	20%
Writing (s)	Documented	5%

Code of Conduct:

1. Attendance is always critical! Notify the teacher that you will be absent as far in advance of the class meeting as possible;
2. Contact a fellow student or the instructor as soon as possible to find out what you missed;
3. Preview the readings and prepare to write your points before the class;
4. Appropriate behavior: threatening and disruptive behavior is not allowed. Cell phones must be turned off while you are in class.