



EAST CHINA  
NORMAL UNIVERSITY

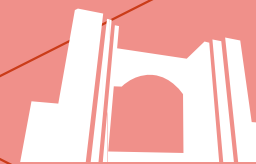
Shanghai, CHINA

Courses in English

ECNU GLOBAL  
Curriculum Program



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# INTRODUCTION

East China Normal University

East China Normal University, a national renowned university under the direct auspices of the Ministry of Education of the People's Republic of China, is one of the earliest-established universities in China as well as one of the most prestigious universities in the country. Founded in 1951, it is nationally accredited by the Ministry of Education of the PRC and a member of the prestigious 211 and 985 projects. Boasting one of the most beautiful university campuses in China, the university is reputed as the "garden university."

ECNU is a research university with an extensive range of disciplines including education, social sciences, humanities, natural sciences & technologies and administrative sciences. It has 19 schools consisting of 47 departments with 65 undergraduate programs, 177 master's programs, 120 doctoral programs and 14 post-doctoral programs. ECNU currently enrolls more than 30,000 students from all parts of China and abroad, of which nearly 4,600 are international students.

ECNU Global Curriculum Program will be hosted in ECNU North Zhongshan Road Campus (Downtown Campus).





## ECNU Global Curriculum Program

ECNU Global Curriculum Program provides an excellent opportunity for students to learn about China through academic and cultural immersion during one semester.

This program is open to current college students who wish to study in China for one semester (15 weeks). The program consists of two parts – Chinese Language course and Content courses on China Studies which will be conducted in English.

ECNU Global Curriculum Program offers a credit structure which is identical to the majority of North American universities and colleges.

Course contents are carefully designed to meet the requirements of North American universities and colleges.

*Spring Semester: February – June*

*Fall Semester: September – December*

*Please visit our website to find the calendar of every semester.*



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# Courses

## Course Registration

Students can access to the on-line application system to apply and register for courses or fill out the Application for Admission (ECNU Global Curriculum Program) which can be downloaded from our website.

In each semester, we offer many courses on China studies and several levels of Chinese language course. Students may take up to four China Studies courses (including one Chinese language course). Please note that the course list is subject to change and a course might be cancelled if the minimum enrollment is not reached.

Classes are held from Monday to Friday and all courses are taught in English.

You can also find the course list and the syllabi on our website,

<http://lxs.ecnu.edu.cn>



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# Course Information

## Credit Transfer

Students who wish to have the ECNU credits transferred to other colleges and universities are advised to consult with the appropriate academic authorities at their home institution in advance by showing our course syllabus posted online. Home institutions' academic advisors make the final decision whether a particular course may be applied towards the major or elective requirement at the home institution.



## 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: International Trade

#### Course Description:

The aim of this course is to give students the conceptual basis and the necessary tools for understanding modern international trade. Topics discussed in this course are: gains from trade in a classical world; the modern theory of international trade; factor price equalization; empirical tests and extensions of the pure theory model; economic growth and international trade; the nature and effects of protection; motives and welfare effects of factor movements. Each topic will be followed with evidences, examples and case studies mainly under the context of China's international trade with the U.S. and the rest of the world.





## 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.

## Course name: China as a Global Market

### Course Description:

Students will learn features of Chinese Market at Macro-, Micro-and Operational Level, and to apply the principles of international marketing to China as part of an integrated global market. In addition, students will work on 3 case studies (as group): The Lenovo Co., the Coca-Cola Co, and Huawei Co.

## 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.



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# Course Information

## Culture and Philosophy

## 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.

## Course Name: Classical Chinese Philosophy

### Course Description:

This course will focus on some early classics of four main philosophical schools in Chinese philosophy: Confucianism, Daoism (Taoism), Buddhism, and (to a much lesser extent) Legalism. Other schools will be introduced only in comparison with and in contrast to these main schools. Some later developments will be mentioned, but only a few very short passages of the later developments will be discussed in class.

## 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.

# Politics

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

This course will include the topics such as Ancient Chinese Political Philosophy, Political History: 1911-present, Chinese Communist Party and its role in Political System, Central-Local government relations, Chinese economic policy, Chinese Social Policy, etc.

# International Relations

Course Name: International Politics: China and the Asia-Pacific Region  
Course Description:

This course is designed to introduce to students the conceptual and theoretical foundation for understanding international politics and a series of empirical studies of the politics and economy in the Asia-Pacific region, with China as our focus. These studies cut across a broad range of issues including the Asia-Pacific regional security architecture, democratization, developmental state, the rise of China, etc. By taking this course, students can survey the major political and economic issues in the region and have better knowledge and understanding of the ongoing political and economic changes in the Asia-Pacific.

# Chinese Language

## Beginners' Class:

Chinese language is regarded as one of the most difficult languages to learn due to its distinct pronunciation and pictographic characters. However, learning Chinese is never a mission impossible. The beginners are expected to acquire the elementary vocabulary and patterns, which may seem to be hard at the outset. It is the indispensable step for the Chinese language learning though. This entry-level Chinese language course will offer students a genuine vision of what and how the Chinese people are thinking and talking, thus helping them to pave the way for a more real and pleasant experience of the Chinese culture.

## Intermediate Class:

This instruction is designed to improve your overall ability to understand and use Chinese language. The course consists of pronunciation practice, explanations and practice of new linguistic items, and practice of listening, speaking, reading and writing. The course aims at improving students' overall language proficiency through a variety of learning activities and tasks.

## Advanced Class:

Advanced Chinese class focuses more on analyzing the reading material or social phenomenon then presenting your opinions on it as well as writing reports. Students are expected to be familiar with the new words and new text before they come to the lessons thus in the class, the main focus will be discussions, reports, and presentations.



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# Tuition & Fees

Application Fee (Non-Refundable)	400 RMB
Tuition	15000 RMB

Accommodation Cost	
No. 2 International Students Dormitory	
Economic Room (shared)	50 RMB/day/person
(public bath room; air-con; phone; free internet access)	
Economic Room (single)	100 RMB/day/person
(public bath room; air-con; phone; free internet access)	
Standard Room (shared)	65 RMB/day/person
(private bath room; air-con; phone; free internet access)	
Standard Room (single)	130 RMB/day/person
(private bath room; air-con; phone; free internet access)	





# ECNU Benefits



## Cultural Activities

You will have opportunity to become fully immersed in Chinese culture and to better get to know your Chinese and international fellow students by taking part in all kinds of students' activities such as sports meet, international cultural festival, day trips, etc.

## Elective Courses

ECNU offers elective courses such as Chinese Martial Arts, Calligraphy, Chinese songs, Chinese painting to international students every semester. Some of the courses are free and others only charge you a small amount of money. You may register for the elective courses in the International Students Office at the beginning of the fall semester.

# Admissions

## Eligibility

You must be at least a high school graduate and you must be qualified for at least one of the following conditions to pass our English language proficiency requirement.

- \* English native speaker
- \* Studying or Graduated from an institution where English is the main language of instruction

\* Have a valid TOEFL score which is higher than 80 (IBT) or a valid IELTS score which is higher than 6.0 or equivalent score in other forms of English language tests.

## Required Documents

1. Application for Admission (ECNU Global Curriculum Program)
2. Copy of High School Graduation Certificate and transcript
3. Proof of your English proficiency

## Application Procedure

1. You may come to the International Student Office to apply if you are in Shanghai or mail all the above application documents to the ISO if you cannot come in person.  
You may also apply online. (<http://lxs.ecnu.edu.cn>)
2. Pay the application fee.
3. The International Students Office will notify you via email and send you the Admission Notice and Visa Application Form if you are accepted.
4. Come to ECNU on registration days and pay the tuition and housing fee.
5. Enjoy your fantastic new semester in Shanghai.

## Application Deadline

For Spring Semester, please apply before Jan. 10  
For Fall Semester, Please apply before Jul. 31





## Mailing Address

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