

Preliminary - November 30, 2010

**ENGR 1600: Topics in Globalization and Technology
(ENGR 2600 for graduate students)**

INSTRUCTORS:

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Course Content Overview:

This course is focused on understanding globalization and technology with a particular emphasis on China. The first part of the course is focused on preparing students for an intensive, 10 day study tour of China that will occur during the spring break (March 3-13). The last part of the course is focused on reflections of that study-tour and a better understanding of issues facing both the U.S. and China. Specifically, each week, guest speakers will address topics intended to provide the necessary background for this trip. These lectures will serve as the basis for comparative discussion and analysis. Topics will include: history, government, economics, contemporary culture and demographics, environmental issues, and technology trends. In addition, one class will be devoted to learning basic Chinese language.

In addition to attending class lectures, students will complete background readings and complete short writing assignments in which they consider topics discussed in class as they relate to their particular field of study.

After returning, the students will be required to document their experience, primarily through an end-of-semester symposium. Students will complete individual posters addressing a theme from the conference and write a final paper on a topic of their own choosing.

We anticipate students from several other U.S. and international universities participating in the program.

Learning objectives:

By the end of this course, students should:

- Understand China in terms of its history, government, and economic strategies, especially as it relates to the global market;
- Understand the role of technology as an economic driver in China as well as in Southeast Asia.
- Understand a “knowledge economy” in the context of globalization and discuss the differences between China’s efforts to train their respective workforces;

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- Be able to define “globalization” and identify how it is impacting their respective fields of study and future employment;
- Gain awareness of differences in the business environments of the U.S. in relationship to the rest of the world, with an emphasis on Asia.

Assignments:

Globalization paper: Write a short, reflective paper in which you discuss your assessment of the debate on globalization. Is globalization generally good, bad, or neither? Who are winners and losers? What are some ethical issues that you feel are raised by globalization?

Trip Journal/Blog: Students will keep a journal during the trip in which they reflect on questions posed by the instructors about the site visits and guest speakers. The journals will be submitted to the instructors for review at the end of the trip.

Final paper: Students will complete a post-trip paper on a topic of their own choosing.

Technology and Globalization Poster Session: Students will present a virtual poster session on current issues in Asia, activities in which they participated as part of INNOVATE, and critical issues facing China or Asia.

Country reports: In order to acquire a more in-depth knowledge about the other countries in Asia, students will work in teams to prepare a short paper and in-class presentation. The report should include the following elements: an overview/introduction of the country, Geert Hofstede’s Five-Dimensional Analysis about the country, mannerisms/communication styles/lifestyle (i.e. family, diet, etc.) of people within the country, what doing business is like in that country (i.e. business etiquette and protocol), China’s relations with this country/country profile (i.e. political/economic)/key Asian related events, current international business events taking place within the country, technology industry, any other pertinent fun facts you would like to include, and a conclusion.

Class participation: Students will be expected to attend all class meetings and complete all assigned readings. Even in a virtual environment, students are expected to demonstrate that they are actively engaging with the course material, through questions they ask guest speakers, topics they address in their reflection papers, or observations in their trip journals.

Grades:

Country Reports	5%
Globalization Paper	5%
Reflective essays	20%
Final Paper	20%
Symposium/Poster	20%
Trip Journal	20%
Class Participation	10%

Texts:

Required:

INNOVATE reader (available for download via CourseWeb)

Recommended: (Others to be added)

Recommended Books: Can be purchased online through Amazon.com or another book retailer.

Friedman, Thomas (2006). *Updated & Expanded 2006 Edition of the World Is Flat*

Friedman, Thomas (2008). *Hot, Flat, and Crowded: Why We Need a Green Revolution--and How It Can Renew America*. Farrar, Straus and Giroux

Rivoli, P. (2005). *Travels of a T-Shirt in the Global Economy*. New Jersey: John Wiley & Sons

Tentative topics

- Introduction – why focus on globalization and technology? Why focus on China? (L. Shuman, M. Chyu)
- Early Chinese history
- China in the 20th century (TBD)
- China – Innovation and Technology
- Doing Business in China (Possible invites)
- China as a multi-ethnic country
- China – Economic, currency and trade issues
- The Three Religions of China – Confucianism, Daoism, and Buddhism (Katherine Carlitz, Adjunct Professor of East Asian Languages and Literature, Assistant Director and China Coordinator of the Asian Studies Center)
- Basic Chinese for Survival (Instructor from the Confucius Institute)
- Ethical Issues facing China (Larry Shuman)
- Environmental and Energy Issues (TBD)
- Government and Politics in China
- China and the West

Other possible topics:

- Multinational Companies and the Global Environment also – China's Rise and the Shifting Economic Environment in Asia
- Chinese Art
- Modern Chinese Film
- Chinese Literature
- Chinese Music; Music of East Asia
- Intellectual Property and Chinese Law

Instructions for students participating in class remotely: Students who are not enrolled at Rice or Pitt may earn 3 hours of credit from the University of Pittsburgh. Prof. Shuman will provide instructions for students as to how to enroll in Pitt's distance learning program. (Tuition and fees for the course are separate from the INNOVATE conference fee.) Students will be expected to review each of the class lectures via CourseWeb on their own schedule and submit papers on-line to Prof. Shuman according the same class syllabus as the other University of Pittsburgh delegates. Students whose academic calendars do not match the US may propose an alternative schedule for submitting course assignments.

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INNOVATE 2011

March 3 – March 13, 2011

Tentative Schedule (November 30, 2010)

Note: We are planning to have both Minking Chyu and Katie Carlitz travel with the delegates. Dr. Carlitz will provide cultural overviews and lectures that will introduce a number of the important sites that we will be visiting.

MAR 3 (THR)

Early morning - fly from Pittsburgh or Houston to Beijing

MAR 4 (FRI)

U.S. Delegates arrive in mid-afternoon.

Japanese delegates fly from Tokyo to Beijing

Dinner at hotel

MAR 5 (SAT)

Introduction to Beijing and touring – Tiananmen Square, Forbidden City, & Summer Palace

Opening dinner – keynote speaker to be announced

MAR 6 (SUN)

A focus on Chinese Universities: Peking University and Tsinghua University; lunch included

Dinner at Xinjiang Restaurant with show

MAR 7 (MON)

Business in China: Morning lecture/program at local university; Company visits (afternoon); lunch included

Dinner and Chinese acrobats

MAR 8 (TUE)

Visit to the Great Wall in morning; lunch; free time; early dinner on own

Overnight Train to Suzhou (1st class sleeper) departs 2130; arrives 0700

MAR 9 (WED)

Company visits in Suzhou – most likely Cisco Research and Manufacturing operations. Possible video conference with Cisco site elsewhere in Asia.

MAR 10 (THR)

Visit Suzhou Gardens, other cultural sites, lunch provided; dinner on own

The city is renowned for its stone bridges, pagodas, and meticulously designed gardens which have contributed to its status as a great tourist attraction. Since the Song Dynasty (960-1279), Suzhou has also been an important centre for China's silk industry and continues to hold that prominent position today. The city is part of the Yangtze River Delta region. It is occasionally nicknamed the "Venice of China."

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MAR 11 (FRI)

Travel to Shanghai [train at 0800/ arrive 0945] for company visit (possibly PPG), lunch, possible site seeing in afternoon; closing dinner

MAR 12 (SAT)

Day trip to Hangzhou – possibly visit tea plantation, West Lake, other sites

In addition to its economically potent position on the Hangzhou Bay 180 kilometres (112 mi) southwest of Shanghai, Hangzhou also has been one of the most renowned and prosperous cities of China for much of the last 1,000 years, due in part to its beautiful natural scenery, with the West Lake (Xī Hú, 西湖) as the most well-known location. West Lake is not only famous for its picturesque landscape, it is also associated with many scholars, national heroes and revolutionary martyrs, thus embracing many aspects of Chinese culture. In addition, many ancient buildings, stone caves and engraved tablets in surrounding areas are among the most cherished national treasures of China, with significant artistic value.

Due to its prominent historical and cultural status among Chinese scenic resorts, West Lake was elected as a National Key Scenic Resort in 1982, one of Ten Scenic Resorts in 1985 and national 5A tourist resort in 2006. Moreover, the picture of "Three Ponds Mirroring the Moon" was printed on the backs of both the foreign exchange certificate one yuan bill issued by the government in 1979 and the fifth version of RMB one yuan bill issued in 2004, indicating the status of West Lake in China.

MAR 13 (SUN)

Transfer to PVG/ Shanghai Airport; Return home