

**ENGI 205: Topics in Global Leadership in Technology**  
**Spring 2006**  
**Wednesdays, 6:00 - 8:00 PM., Keck 102**

**Final SYLLABUS**

**INSTRUCTORS:**

*Rice University*

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**OFFICE HOURS:**

By appointment

***Course Description:***

This course is an organizational and preparatory course for the 2006 INNOVATE Conference, a 10-day symposium to be held in March in Shanghai, China and Osaka, Japan. This symposium gives students the opportunity to learn first-hand about how technology has driven globalization and business decision-making. The 2006 INNOVATE Conference will include about 55 students from Rice, University of Pittsburgh, North Carolina State University, IAESTE United States, IAESTE China, National University of Singapore, Keio University, Tokyo Institute of Technology, and International University Bremen.

This course will be jointly taught by faculty at the University of Pittsburgh for their INNOVATE delegates. Members of the Rice and University of Pittsburgh communities who have special expertise on the topics included on the syllabus will be invited as guest speakers. Their talks will be webcast from the hosting campus to the other university. Students will complete class assignments that require they work collaboratively in virtual teams with students at the University of Pittsburgh and other INNOVATE delegates.

***Course Content Overview:***

The course for spring 2006 will be divided into 2 sections, a pre- and post-trip phase. In the weeks prior to the trip, the students will attend lectures on topics with a local, destination country specific and global focus. These lectures will serve as the basis for comparative discussion and analysis. Topics include: globalization, technology trends, history and politics, economics, contemporary culture and demographics, and specific analysis of different business sectors.

Guest speakers will include faculty at Rice and the University of Pittsburgh and business experts from the Houston and Pittsburgh metropolitan areas. There will also be pre-departure meetings to prepare the students for the logistics of international travel and to ready them for their cross-cultural experience.

After returning, the students will be required to document their experience, primarily through an end-of-semester symposium at Rice. They will be asked to offer a comparative analysis of leadership and technology in the 3 countries (US, China and Japan).

**Assignments:**

*Pre-trip company reports:* Each student will be assigned to research a company that will host a site visit as part of the INNOVATE Conference. The students will make presentations prior to departure about the company including: 1) key business lines and technologies, 2) position within the industry in Japan/Singapore; 3) summary of accomplishments in the last five years; 4) critical challenges facing company in the next five years.

*Industry reports:* Each student will research an industry sector in Singapore and Japan and prepare a short (1-2 page) report to be distributed to other class participants.

*Trip report:* Students will complete a post-trip report based on a topic of their own choosing that is related to the themes of the conference. Students will submit a proposal for their paper prior to the conference, outlining their tentative topic and resources they will use (primary and secondary) to complete their research.

*Technology in Asia Symposium:* Students will organize and host a symposium for members of the Rice community interested in technology and business development in China and Japan. The symposium will include student presentations about current issues in Japan and China, activities in which they participated as part of the INNOVATE conference, and a discussion about critical issues facing business leaders in China and Japan.

*Class participation:* Students will be expected to attend all class meetings and complete all assigned readings.

**Grades:**

Pre-trip company and industry reports	15%
Trip report	30%
Technology and Asia Symposium	40%
Class participation	15%

**Text:**

Suzanne Ogden, *China, Eleventh Edition*, Global Studies Series, Dushkin/McGraw-Hill, 2005  
Dean W. Collinwood, *Japan And The Pacific Rim, Eighth Edition*, Global Studies Series, Dushkin/McGraw-Hill, 2005  
Selected Articles (to be distributed)

**Recommended Supplement**

Thomas L. Freidman, *The World is Flat*, Farrar, Straus and Giroux, 2005

*Please note: Prior to each class session from 5:30 to 6:00 there will be an INNOVATE discussion group that will meet in the Keck Hall lounge. Facilitated by Cheryl Matherly and Patrick Frantz this discussion will focus on the goals and objectives of the INNOVATE conference in relation to the ENG 205 course and allow time for Rice University delegates to raise any questions or concerns they have regarding the conference or course. Dinner will be served.*

<b>Week</b>	<b>Topic</b>	<b>Activities</b>	<b>Due</b>
January 11	Comparative History of China and Japan	<ul style="list-style-type: none"> <li>• Overview of course and purpose as it relates to the conference</li> <li>• Guest speaker, Richard Smith, George and Nancy Rupp Professor of Humanities and Professor of History, Rice University</li> </ul>	
January 18	Globalization <ul style="list-style-type: none"> <li>• Definition of terms</li> <li>• History of globalization</li> <li>• Economic dimension</li> <li>• Ideological dimension</li> <li>• Offshoring and outsourcing</li> </ul>	Guest speaker: <ul style="list-style-type: none"> <li>• Dr. Jayant Rajopal, University of Pittsburgh</li> </ul>	Readings <ul style="list-style-type: none"> <li>• “It’s a Flat World Afterall”</li> <li>• Recommended: Chapter 2: <i>The World is Flat</i></li> </ul>
January 25	Technology in a global economy <ul style="list-style-type: none"> <li>• How globalization impacts engineering</li> <li>• Competencies expected of new graduates</li> </ul>	<ul style="list-style-type: none"> <li>• Guest speaker: Dr. Malcolm Gillis, University Professor and Ervin K. Zingler Professor of Economics, Rice University</li> </ul>	Readings <ul style="list-style-type: none"> <li>• Due: Company reports</li> </ul>

February 1	<p>China and the global market</p> <ul style="list-style-type: none"> <li>• China's technology policies</li> <li>• Key industrial sectors/ contract manufacturing</li> <li>• Entrepreneurship/ Technopreneurship</li> <li>• Intellectual property</li> <li>• WTO</li> </ul>	<p>Guest speakers:</p> <ul style="list-style-type: none"> <li>▪ Dr. Wenfang Tang, Associate Professor, University of Pittsburgh</li> <li>▪ Sha Zhao, Asia Synergy, LLC</li> </ul>	<p>Readings:</p> <ul style="list-style-type: none"> <li>• Chandler, "Inside the New China"</li> <li>• Fishman, "Manufaketure"</li> <li>• "China Rising"</li> <li>• "The Emperor is Far Away"</li> <li>• Lo, "A Big Awakening for Chinese Rivals"</li> <li>• Roberts, "China Goes Shopping"</li> <li>• Richards, "Where the Broom Does Not Reach, the Dust Will Not Vanish"</li> <li>• Dickson, "Beijing's Ambivalent Reformers"</li> </ul> <p>Due: Industry reports</p>
February 8	<p>Japan and the global market</p> <ul style="list-style-type: none"> <li>• Japan's technology policy</li> <li>• Entrepreneurship</li> <li>• Key industrial sectors</li> <li>• Japan's competitiveness in the global market</li> </ul>	<p>Guest speakers:</p> <ul style="list-style-type: none"> <li>▪ Dr. Simon Reich, Professor, University of Pittsburgh</li> <li>▪ Dr. Thomas Rowski, Professor, University of Pittsburgh</li> </ul>	<p>Readings:</p> <ul style="list-style-type: none"> <li>• Togo, "The Japan That Can Say Yes"</li> <li>• Fackler, "The Decline of Japan's Farmers"</li> <li>• Emmott, "Japan's English Lessons"</li> <li>• TBD</li> </ul>
February 15	<p>China and Japan/ China v. Japan</p>	<p>Guest speaker: Steve Lewis, Baker Institute and director of the Asian Studies Program, Rice University</p>	<p>Readings:</p> <ul style="list-style-type: none"> <li>• York, "Nationalist Fervour Runs Amok"</li> <li>• TBD</li> </ul> <p>Due: Company reports</p>
February 22	<p>Engineering ethics in a global market</p> <ul style="list-style-type: none"> <li>• Sustainable development</li> <li>• Bioethics</li> </ul>	<p>Guest Speaker:</p> <ul style="list-style-type: none"> <li>▪ Dr. Larry Shuman, University of Pittsburgh</li> </ul>	<p>Readings: TBD</p> <p>Due: Proposals for papers</p>

March 1	Popular culture in China and Japan	<p>Speakers:</p> <ul style="list-style-type: none"> <li>▪ Dr. Gabi Lewis, University of Pittsburgh</li> <li>▪ Dr. Xinmin Liu, University of Pittsburgh</li> </ul>	<p>Readings:</p> <ul style="list-style-type: none"> <li>• Yoshihiro, “Anime: Japan’s Animated Pop Culture”</li> <li>• French, “As Japan’s Women Move up, Many are Moving Out”</li> <li>• Orenstein, “Parasites in Pret-a-Porter”</li> <li>• Brender, “Women’s Universities Struggle in Japan”</li> <li>• Ogura, “Marriage in Japan”</li> <li>• Dutton, “The Mao Industry”</li> <li>• Richards, “Let Us Speak”</li> <li>• Chandler, “Inside the New China: Little Emperors”</li> <li>• Lee, “China Fears a Baby Bust”</li> <li>• Perry, “Holding Up Half the Sky”</li> <li>• Bennett, “Home Alone”</li> <li>• Meulenberg, “Probably One”</li> <li>• Yardley, “Rural Wasteland”</li> <li>• Kurlantzick, “Urumqui Dispatch”</li> <li>• Magnier, “Love Your Liposuction”</li> </ul>
MARCH 9 – MARCH 18	INNOVATE CONFERENCE		
March 22	No Class		
March 29	Debrief on conference	Assign topics for campus symposium, trip reports	
April 5	No class	Symposium preparation	
April 21 <i>(tentative)</i>	INNOVATE Campus symposium		Due: Trip Reports