

**“ENGR 1600: Topics in Globalization and Technology  
G36 Benedum Hall  
6:00 to 8:30 PM (Tuesdays)**

**INSTRUCTOR:**

Dr. Jayant Rajgopal  
Professor of Industrial Engineering  
Swanson School of Engineering  
412-624-9815  
[rajgopal@pitt.edu](mailto:rajgopal@pitt.edu)

**Undergraduate Teaching Assistants**

TBD

***Course Content Overview:***

This course is focused on understanding business and technology in the era of globalization, with a particular emphasis on China. The first part of the course is focused on preparation for an intensive, 10-day study tour of China that will occur during the spring break. The latter half of the course is focused on reflections based on the study-tour and a better understanding of issues facing both the U.S. and China. While the course will generally focus on globalization, innovation, and supply chains, we will also address other relevant topics (such as history and politics, economics, contemporary culture and demographics, and technology trends) in our weekly sessions.

There will be a weekly reading assignment and/or case in preparation for the week’s class. Students are expected to be prepared for class, complete the pre-class assignment, and participate fully in the discussions. Every week, students will also be required to briefly summarize one article from the news that relates to China. During the trip, each student will keep an individual daily journal. After returning, each student will document their experiences, through their journal and also a reflective essay. Finally, students will select a topic for an end-of-semester virtual poster fair. Students will be expected to complete these assignments in small groups of two or three as specified by the instructor.

***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 business and technology as economic drivers in China
- Understand a “knowledge economy” in the context of globalization and China’s efforts to train its workforce
- 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 China
- ...and, learn how to negotiate in the marketplace, use chopsticks, and, when necessary, use a squatty-potty!

***Course Requirements:***

*Weekly Assignment - case studies and readings:* You are required to do these in pairs if at all possible, and hand in one submission – at the end of the first class session, please find a “homework buddy” to work with.

*Weekly Assignment - issues from the news:* Summarize one relevant article each week from a mainstream news medium such as *China Daily*, *New York Times*, *Pittsburgh Post-Gazette*, *The Economist*, etc. These are to be done individually.

*Trip journal:* Students will maintain a journal during the trip. For each site visit (business/industrial, educational, cultural) they will reflect on what they observe, and on questions posed in class and on-site by the instructor, guest speakers and fellow students. The journals will be submitted to the instructor for review at the end of the trip.

*Reflective essay:* Students will write a two-part reflective essay on (i) what they expect to see during their trip to China based on readings and class presentations along with what they hope to get out of it (to be submitted before departure), and (ii) what matched their expectations as well as what did not (to be submitted after they return).

*Technology and Globalization Virtual Poster Session:* Students will present their work at a virtual poster session on current issues relating to China and activities in which they participated as part of INNOVATE.

*Class participation:* **Students are required to attend ALL class meetings and complete all assigned readings. During the study tour of China, students are required to participate in all tours and site visits organized as part of the course.** They are expected to demonstrate that they are actively engaging with the course material, through questions they ask guest speakers, tour guides and business/industry personnel, through topics they address in their papers, and through observations that they will record in their trip journals.

*Final Paper:* Students wishing to take this course with a W (writing) option must write a detailed paper in addition to the above assignments; details will be discussed further in class at a later date.

### **Proposed Grading Scheme**

Case Studies/Readings	30%
News Articles	14%
Trip Journal	15%
Trip reflections	16%
Symposium/Poster	15%
Professionalism	10%

### **Texts:**

#### *Required:*

1. *"The 1 Hour China Book (2017 Edition) ,"* by Jeffrey Towson and Jonathan Woetzel
2. *"Where Underpants Come From: From Cotton Fields to Checkout Counters -- Travels through the New China and into the New Global Economy,"* by Joe Bennett (buy it cheap on-line!)
3. INNOVATE reader (available for download via CourseWeb)  
Cases from Harvard Business Publishing  
Course Material from Harvard Business Publishing:  
**Coursepack link:** <http://cb.hbsp.harvard.edu/cbmp/access/72643828>

#### *Suggested:*

- June Grasso, Jay Corrin and Michael Kort (2009). *Modernization and Revolution in China: From the Opium Wars to the Olympics*, fourth edition.
- Yu Hua (2011). [China in Ten Words](#)
- Evan Osnos (2014). [Age of Ambition: Chasing Fortune, Truth, and Faith in the New China](#)
- James McGregor (2005). [One Billion Customers: Lessons from the Front Lines of Doing Business in China](#)
- Peter Hessler (2010). [Country Driving: A Chinese Road Trip](#)
- Friedman, Thomas (2006). [The World Is Flat](#)
- *ChinaDaily USA* <http://www.chinadaily.com.cn/>
- *The Economist* <http://www.economist.com/>
- *The New York Times* <http://www.nytimes.com>
- *McKinsey* <https://www.mckinsey.com/global-themes/regions-in-focus>