



University of California, Santa Barbara
College of Engineering
ENGR 291L: Asian Technology Business Practices
Spring 2009

Course website: www.tmp.ucsb.edu/spring09/engr291l

Faculty: Karen Smith Bogart

Class: Mondays, 5:30PM-7:30PM

Dates: **April 13 & 20, May 4, 11, 18 & June 1**

And Study Tour: June 20-27, 2009

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Classroom: Psych 1902

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Objectives:

China poses tremendous opportunity for large and small companies in terms of talent, market opportunity, commercialization, development, manufacturing and sourcing. Its growth, industrialization, urbanization and economic differences have produced staggering needs in energy, water, infrastructure and environmental capabilities.

- Understand China's growth and related resource challenges
- Gain exposure to models leveraging China's capabilities
- Identify means that meet China's needs, enable a more sustainable future and provide business opportunities.
- Experience China both intellectually and experientially

Description:

Course organization and delivery requires student and faculty participation and contribution.

Key elements include:

- **On-campus:**
 - Identification and discussion of China's needs, issues, patterns, opportunities and specific implications.
 - Study tour planning including communications
 - 5 page "Briefing Report" that will be shared with class mates describing an industry, key China need or issue, and organization to be visited as well as their strengths, challenges and opportunities
- **China Study Workshop: (June 20-27, 2009)**
 - Brief classmates
 - Coordinate sessions with governmental agencies, NGOs, companies, universities, etc...
 - Lead debriefings during the China Workshop, including identifying key lessons learned.

Entrance:

Entrance to the course is by permission of the instructor. Space is very limited. All the following requirements must be met for entrance:

1. ENG185F or ENG 285F is the mandatory pre-requisite for ENG 291L. Those classes provide students with critical analytical frameworks. It establishes an understanding of historical context; governmental structures, policy and influence; capability investments by local and foreign companies and their yield; operating models in leveraging China's and other Asian economies' resources and related experiences
2. Students interested in ENG 291L will apply for entrance.
 - A. Criteria will include successful completion of ENG 185F or 285F; overall academic performance; demonstrated interest in China; and expected leverage of learnings.
 - a) Interested students must review and sign an "Agreement of Expectations" related to the China Study Workshop planning, responsible participation and summarization.
 - b) Students must have personal or school funding for required travel, accommodations and program support.

ENG 291L Class Readings:

- Reading List:
 - **Tarun Khanna:** *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Harvard Business School Press, 2007
 - **Selected Articles**
- Supplemental Reading List:
 - C K Prahalad, The Fortune at the Bottom of the Pyramid (Wharton School Publishing, 2005)
 - Jonathan D. Spence, The Search for Modern China (Norton 2001)

Class Outline:

Monday, April 13, 2009:

- **Course Agenda and Study Tour Planning**
- **Changes and Impact: China and India**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Introduction and Chapters 1-2
- ❖ Be ready to discuss readings

Monday, April 20, 2009:

- **Entrepreneurship, Private and Government Investment**
- **PRC Investment Briefings**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Chapters 3-5
- Be ready to discuss readings

Monday, May 4, 2009:

- **Talents with Chinese Characteristics**
- **PRC Pharmaceutical Industry Briefings**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Chapters 6-8
- ❖ Be ready to discuss readings

Monday, May 11, 2009:

- **New Models**
- **PRC Biotech Briefings**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Chapters 9-10
- ❖ Be ready to discuss readings

Monday, May 18, 2009:

- **New Markets and Required Capabilities**
- **China Infrastructure Markets Briefings**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Chapters 11-12
- ❖ Be ready to discuss readings

Monday, June 1, 2009:

- **New Possibilities**
- **China Sustainability-Focused Opportunity Briefings**
- **Study Tour Logistics**
- **Readings for this Class:**
 - Tarun Khanna, *Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Yours*, Chapters 13-14
- ❖ Be ready to discuss readings