



GLOBAL INDIA: SUMMER 2009

GLOBALIZATION AND INNOVATION IN INDIA

Course: Globalization & Innovation in India

Course ID: GNEG 3103, GNEG 4103, GNEG 5103 depending on student standing

Honors Section Course ID: GNEG 3103H, GNEG 4103H

Credit Hours: 3

Class Meetings: One day a week for 3 hours, plus additionally scheduled classes and field trips.

Additional academic activities include: (1) guest lectures, (2) visits to corporations, (3) interviews of people involved in globalized business and engineering, and (4) an experience in rural India to increase awareness about opportunities in the global workspace.

Location: Bangalore, India

Duration: June 29th- August 11, 2009

Professor: Dr. Ajay P. Malshe (apm2@uark.edu)
College of Engineering, University of Arkansas

Text Book: World is Flat by Thomas Friedman

The Lexus and the Olive Tree: Understanding Globalization by Thomas Friedman

References: Special material provided by professor

Prerequisites: None

The College of Engineering at the University of Arkansas is offering this course as part of an India study abroad program. The course focuses on understanding innovations that enabled globalization and new paradigm in the globalized (Flat World) engineering profession. The course will essentially use the city of Bangalore as a living laboratory for learning and experiencing globalization.

Students will learn about the integration of engineering, science and business disciplines in the modern globalized economy and will gain skills to survive and excel in the globalized world. They will learn about the different innovation models and the factors that enable globalization. They will see first-hand and learn how engineering, business, culture, education, economy and market need impact globalization in urban and rural India. Students will learn the concepts, implementation and management of the 365/24/7 workplace. They will also study the role played by emerging nations in globalization, and the risks and benefits for multinational corporations investing in emerging nations, and the ethical dilemmas encountered.

Student teams will design innovative, low cost products that can fill a need in the global marketplace and transcend the cultural boundaries. The 2009 India Program service learning component will connect three dots, globalization - innovations - sustainability. Students, throughout the course, but particularly during the service learning will: 1) increase their awareness of globalization and new opportunities in the countryside of India, 2) identify innovations that an average Indian has learned and developed in direct response to the "need for adaptation in intense demand for limited resources," and 3) learn about the

"digital divide" between urban and rural India and the social implications. (Digital divide is a term that elaborates digitally savvy and otherwise segments of society.) Students' perspectives will shift from thinking locally to thinking globally about the new frontiers, including sustainability, energy, water, and health care.

The course will arm students with the information and tools to manage organizational value chains spanning national boundaries. Particular focus will be on conducting business with India from internal and external points of view. Course activities will include multiple field trips to multinational corporations located in India, such as Motorola-Nokia, GE Global and ITC Info Tech, guest lectures from corporate executives and managers and academic organizations, and videoconferencing with experts around the world.

Students must apply and be accepted to the India Study Abroad program.

List of Topics:

- Understanding engineering and globalization
- Engineering innovations that enabled globalization
- Models of engineering innovation
- Technological consequences of globalization
- Adapting to the advantages and challenges of interdependent global economies
- The 365/24/7 workplace
- Emerging nations and the engineering global economy
- Entrepreneurship and innovation in a globalized world
- Cultural issues and their consequences in a globalized world
- Social and ethical issues in a globalized world
- Educational issues in a globalized world
- Economic and market drivers and their impact on the integration of globalization
- Manufacturing globally, selling locally
- Engineering innovations and their impact on local economies
- Interactive learning through visits to global workplaces, interviews of engineering professionals, and expert guest lecturers
- Examples of opportunities in the new globalization paradigm
- Connecting globalization, innovations and sustainability