Sourcing in China

Catalog Description:

ISDS 4160 Sourcing in China (3) Energy and network clusters; cost competitiveness; choosing strategic partners and suppliers; negotiation style; brand, design and manufacturing; factory and supply chain audits; protecting intellectual property; vulnerability assessments; energy and global sourcing repositioning; energy and sourcing practices; cases in the energy industry.

Justification for Course Change:

Energy plays a vital role in global sourcing. Understanding how energy and sourcing in China works and doesn’t work is critical for firms seeking to survive and thrive in the 21st century. The course change is designed to add value to the LSU Energy campaign. Specifically, the course seeks to understand the general characteristics behind the success and failure of energy and sourcing in China and show what firms can learn from them to succeed in executing their global sourcing strategies. The students will explore opportunities of helping companies, such as the clients of Louisiana Business & Technology Center, to choose strategic partners and suppliers in China. The course knowledge will help students who will work in China or who will have responsibilities related to doing business with China.

Outline of Course Topics:

1. Week 1: China as a World Factory [37]
   - Network Clusters by Regions [12]
   - Network Clusters by Industries [21, 35]
   - Chemical and Pharmaceutical Clusters [14]
   - Technology-based Clusters [4]
   - Clean Energy Clusters [18, 22]

2. Weeks 2 & 3: Cost Competitiveness in China and Its Limitations [36]
   - High Technology at Low Cost [16]
   - Variety at Low Cost [16]
   - Specialty Products at Low Cost [16]
   - The Cost Competitiveness [36]
   - The Quest for Energy [8, 15, 17]

3. Weeks 4 & 5: Behind China’s Silk Curtain [23]
   - Do You Have Good Guangxi?
   - Understanding the Concept of “Face”
   - Behind the Scenes at the Average Chinese Organization
   - Mastering Presentation and Communication in Negotiation
4. Weeks 6 & 7: Choosing Strategic Partners and Suppliers [3]
   - Legal Jurisdiction [3]
   - Finding Factories [7]
   - The Factory Visit [23]
   - Projects and Orders [27]
   - Supervising the Manufacturing Process [19]

5. Weeks 8 & 9: Monitoring Supplier Relations and Strategic Sustainability [3]
   - Factory and Supply Chain Audits [3]
   - Protecting Intellectual Property [3, 7]
   - Energy Efficiency [1, 26, 30, 34]
   - Clean Energy and Sustainability [2, 9, 13]

   - Hong Kong: The Pearl of the Orient and Its Luster [12]
   - Taiwan: Silicon Valley East and the Engine That Drives China [20]
   - Singapore: Its Role in China’s Future [24]
   - Assessing Your Vulnerabilities [33]

   - Going West of China [6]
   - The Rise of Chindia – China and India [25]
   - Africa's Silk Road [5, 10]
   - From Macau to Latin America [28]
   - From Hong Kong to Europe [28]

8. Weeks 14 & 15: Sourcing Practices and Cases in Industries [27]
   - Textile and Apparel [31]
   - Consumer Electronics, Home Appliances, Personal Computers [29]
   - Auto Parts and Telecoms Equipment
   - Mobile Handsets and Machinery
   - Retailing, Banking, and Fast-Moving Consumer Goods

**Grading Policy:**

1. Analyzing and presenting a successful US-based firm with sourcing in China: Each student will carefully examine an assigned US-based company succeeding in sourcing in China to see how the sourcing process was formed, is managed, and will reposition. A detailed recommendations report for Louisiana firms interested in sourcing in China is required. The report will be useful for the clients of Louisiana Business & Technology Center.
2. Developing and presenting a Sourcing in China plan: Each student will develop and report a Sourcing in China plan for a company showing how to choose strategic partners and suppliers in China, monitor supplier relations and strategic suitability, assessing the vulnerabilities, and repositioning the sourcing strategy.

3. Final exam: The exam will test the students the topics discussed in class.

4. For graduate students, an additional research project on Sourcing in China is required.

5. Grade distribution:
   - Undergraduate Students
     - Class Discussions: 10%
     - Quizzes: 10%
     - Midterm Exam (Best-Practice Analysis and Presentation): 25%
     - Team Project (Sourcing in China Plan): 30%
     - Final Exam: 25%
   - Graduate Students
     - Class Discussions: 10%
     - Quizzes: 10%
     - Midterm Exam (Best-Practice Analysis and Presentation): 20%
     - Research Project: 10%
     - Team Project (Sourcing in China Plan): 30%
     - Final Exam: 20%

6. Grading scale:

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Textbooks:


Reading References: