

International Trade and Competition in High Technology

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www.professorwu.com

Administrative Details

- # www.professorwu.com – need to check at least once a week
 - # Class List – Check Email
 - # Office Location/Hours – preschedule if possible
 - # Study.Net and Catalyst
 - # lori@davisva.com
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Class Etiquette

- # Be on time. I will begin class at 2:10 PM. If you arrive after 2:10, you will not be admitted to class that day.
 - # Come to class prepared and expect cold calling.
 - # Please use your name card throughout the semester.
 - # Beverages are permitted in class, but food is not.
 - # If you cannot make a class meeting, or if you will be late for class, send me an e-mail advising me of this in advance. The same is true if you must miss a guest speaker.
 - # Laptops, PDAs, cell phones and similar electronic devices will be turned off during class and left in your backpack or briefcase.
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What Do You Want to Learn from this Class?

- # Past history and future trends in high tech industry
 - # The way business works overseas under various styles of governments
 - # Interplay between governments and global companies in promoting high tech industry
 - # Globalization of technology and how different countries are affecting and influencing each other
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What Do You Want to Learn from this Class? (Continued)

- # Bridge between political policy and business opportunities
 - # How international companies form alliances to introduce new standards
 - # International business and its relation to project management
 - # Broader perspective of the international nature of the IT business
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What Do You Want to Learn from this Class? (Continued)

- # How companies take advantage of international trade to improve their competitive positioning
 - # How to introduce new technology that is in demand into developing countries
 - # Factors behind companies' success and failure in a global landscape
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My Background

- # MBA from Stanford and BS in Computer Science from MIT
 - # Technology Company Engineering and Operating Experience at RSA, Raytheon, Bell Labs
 - # Technology Investment Banker at CS First Boston
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My Background (continued)

- # Vice President of Vertex Venture Holdings, part of Singapore Technologies
 - # Head of Matsushita's (aka Panasonic) Corporate Venture Group and Incubator
 - # Board Member/Observer at over 30 Silicon Valley Startups
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My Current Background

- # Starting new \$200M venture fund in conjunction with the government of Shanghai

Course Characteristics

- # Technology Business Changes Quickly
 - # International Business Changes Quickly
 - # Technology Business Is Inherently International
 - # All International Businesses Are Inherently Driven by Technology
 - # At the End – Business is Still Business
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What Will You Learn?

- # Global Technology Evolution , Government Policies and Their Impact on Corporate Strategy
 - # Cross Cultural Teamwork
 - # Beginning of a Framework for Understanding Global Technology Businesses
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Course Curriculum

- # Government and Trade Issues
 - # International Strategic Issues
 - # Global Implementation Issues
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Government and Trade Issues

- # Government Policies/Economic Growth – Singapore's National Information Structure
 - # Technology Globalization – Finland and Nokia
 - # China Outsourcing
 - # India Outsourcing
 - # HDTV Standards Battles
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International Strategic Issues

- # Global Consumer Electronics – Philips vs. Matsushita
 - # NTT DoCoMo: Marketing i-mode
 - # Wuxi Pharmatech – New Business Models
 - # Computer Industry Evolution and Horizontalization – Dell
 - # PCs in China – Dell and Lenova
 - # Acquisition Expansion – eBay Germany
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How Will The Class Be Run?

- # Cases and Teamwork Oriented (Cases will be Opened Up by Your Team).
 - # Short Discussions and Lectures Regarding Areas Difficult to Cover by Cases
 - # Guest Speakers as Appropriate
 - # Request for Email Q&A and Class Feedback each week
 - # Class Feedback May Influence Subject Matter And Approach (This is Your Class)
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Case Format and Preparation

- # Review case and meet with team (1-2 hours)
 - # First team presentation preparation (suggest 10 slides max). Suggest only one person present
 - Summarize Key Issues in Case
 - Answer Questions
 - Develop other questions/answers
 - # Second volunteer team (extra credit) to present alternative point of view
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Team Structure

- # Teams (study group) of 3 to 4 will open a case each week
 - # At least 25% of a study group will comprise of classmate(s) from another School (and at least one Haas student in every study group)
 - # Recommend scheduling at least one meeting after class to review case and one additional meeting if you need or desire to present the case.
 - # www.freeconference.com
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How Will You Be Graded?

- # Class Participation
 - # Case Presentation (by Case Study Group)
 - # Email Participation
 - # Extra credit projects
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Expectations

- # I'm really trying to create an environment where you will learn from each other (student driven instruction).
 - # I hope everyone (including myself) will contribute with both opinions and “real world experience”
 - # Class Participation and feedback to instructor will be the key to a “great” learning experience.
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What is the Purpose of Business?



What has Driven Globalization?

