The course bridges the rapidly changing technology and Global business in the world today.

The strategy and operations of globalized enterprises that manufacture products or provide services are explored. An Engineering School Dean asked the CEO of a Global Corporation, “If we teach students the latest technologies including computer applications for design, manufacture, supply chain control, flexible and lean manufacturing methods, is that what you want?” The CEO said, “No, we know that or will learn it shortly; produce students who understand the spirit and process of Global manufacturing.” The "bottom line" is no longer only ECONOMIC, i.e. PROFIT. It consists of three core measures: ECONOMIC, ENVIRONMENTAL AND SOCIAL. This course teaches the spirit and process of a globalized manufacturing enterprise. Off-shoring, re-shoring and outsourcing are options available to a company for development, manufacture or selling of its products/services. Product development, supply chains, manufacturing, financial measurements, ethical considerations and the Internet impact are examined.

Dr. Shelly Weinig has come full circle from Professor to entrepreneur to CEO running a globalized public corporation for 25 years. SONY acquired the company and he became Vice Chairman of Engineering/Manufacturing for SONY’S 26 U.S. factories. 7 years in that position and he returned to his first love - teaching. He has served on the boards of public & private companies as well as Foundations. A bio is on his website. (http://www.ams.sunysb.edu/~weinig)

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Midterm Examination: Closed book - one page of notes are permitted.
Final: Examination - same as above
Homework consists of assigned reading and independent research submitted as executive summaries. The first and second homework assignments are found in this Syllabus under Lectures 1 & 2 & are due at the start of Lectures 2 & 3.

Texts: The Goal by Eliyahu M. Goldratt, North River Press
Strategy - A View From the Top “An Executive Perspective (3rd or 4th Edition) by Cornelius De Kluyver & John A. Pearce II
Dictionary: On Internet or in book form. Words have meanings in business.

Grading: Homework & classroom participation 30%, Midterm 30%, Final 40%. (It is not a mathematical formula. (There is Professorial leeway in final grading.) Missing 2 or more assignments will lower your final grade progressively.
Internet students may conference with the Professor by telephone, Skype or E-mail. Office hours are on Wednesday for Resident students, but they may also use e-mail and Skype.
This course is about business so in order to establish a realistic approach I am your CEO. I am not your Professor or your friend. You are managers in the Corporation. We will have an employee contract that will clearly elucidate your duties and obligations as well as your rights and privileges. A copy of the contract will be available at the first lecture. It must be signed by you to continue in the class.

**THE GLOBAL ENTERPRISE**

Syllabus:

SESSION 1, INTRODUCTION.

A. Enterprise is derived from the French word, entreprendre – it implies a readiness to take risks for profit. All business is at **RISK**. (Would you have imagined GM declaring bankruptcy?)

1. A manufacturing enterprise must respond rapidly to **Change**. **Action** is required to cope with change in order to remain competitive in the global marketplace. (Freddie the Frog.)

   “You can’t manage what you can’t **Measure**.” (William Hewlett, HP)

Four key words: RISK, CHANGE, ACTION, MEASURE.

B. Manufacturing Methods (Part 1)

1. Craft Paradigm followed by Industrial Revolution - late 18 century
2. Bringing Science to the Shop floor Frederick Winslow Taylor
3. Mass Production - Henry Ford
4. 20th Century invasion of Western Countries by Japan, India, China

C. Method of Grading Homework submissions.

**Assignment #1**: Read the article, Taylor-Made by Robert Kanigel on Web site.

1. Write a 2 page executive summary of the article (see introduction to “Writing an Executive Summary” on website.) and explain Taylor’s principals and how they have impacted our current globalized society. Give specific examples. Due beginning of 2nd session.

SESSION 2. PERFORMANCE MEASUREMENTS.

“You can’t manage what you can’t measure.”* (No single measurement or set of measurements can define a Global Enterprise.)
B. Methods of Measurement:
1. Financial Measurements: This is the language of business.
2. The SEC mandates three schedules for public companies.
   - Balance sheet, Consolidated P & L & Cash flow
3. Productivity Measurement: (Bureau of labor statistics definition: value of goods manufactured divided by amount of labor input.)
5. Quality & Performance Measurements: 6 sigma, Yield, Productivity, Efficiency, etc.

Assignment #2: Read Article – “BEGINNERS GUIDE TO FINANCIAL STATEMENTS.” "http://WWW.SEC.GOV" - EDUCATION – PUBLICATIONS
Write an Executive summary – maximum 2 pages and include definitions WITHIN the summary of the following:
Debt-to Equity Ratio, Working Capital, Current vs. Long Term Debt, Enterprise value.

SESSION 3- BENCHMARKING
A.” The search for those practices that will lead to superior performance for the company.”
   1. Benchmarking the competition
   2. Benchmarking outside the industry.

SESSION 4 - Manufacturing Methods (part 2)
A. JIT System /Toyota Production Method./ Taiichi Ohno
   1. Zero inventory myth
   2. Kanban - push vs. pull
   3. Kaizening - an evolutionary improvement program
   4. Ideal lot-size of one.
B. From Fat to Lean to no Manufacturing: The Porsche Auto Company.
C. Cluster Manufacturing.
D. Additive manufacturing.
E. 3-D printing and nanotechnology.

SESSION 5 -THE GLOBAL ENTERPRISE.
A. What is a Global Corporation?
B. Why do Corporations go Global? Do they have a choice?
C. How to become a Global Corporation.
D. National Culture - A major obstacle to successful globalization.
E. Problems of Global Corporations.
   Ethics, Professional Practice, Human Resources, NIH Syndrome - not invented here.
   (This syndrome is disappearing with the “Globalization of innovation.”)

SESSION 6 – ENTREPRENEURS – Can they create sufficient jobs to replace those lost due to increased Productivity and Robotics?
   A. Joseph Schumpeter’s economic theory of CREATIVE DESTRUCTION.
   C. Requirements: product idea, proof of product viability, customer.
   D. Funding: early, middle and growth. (self, 3Fs – family, friends, fools, Angels, VC, Corporate)
   E. Entrepreneurial characteristics; no silo, curiosity, network.

MIDTERM EXAMINATION

SESSION 8 – PRODUCT DEVELOPMENT
A. Develop new products or die!
B. Product development - a potential corporate killer.
C. Time vs. Cost: Money can be replaced - not time.
D. Generation analysis of product development
E. The use of parallel teams to expedite global product development.
F. Taguchi Method for improved product development.
G. The impact of the Green Revolution on Product Design

SESSION 9. DESIGN METHODS & SUPPLY CHAINS FOR GLOBAL CORPORATIONS
A. Mathematical approach to TARGET COSTING. How to establish allowable Cost.
B. Models and simulation must replace Edisonian make, test, fix and start over method.
C. Tataku - pricing pressure used on suppliers.
D. More Products are destroyed by ROI analysis than by competitive pressure.
E. Using vendors in initial design. (Advantage of Keiretsus vs. Western supply chains).
F. Better inventory & tracking control of business through Radio Frequency ID.
G. The role of 3rd party logistics companies.

SESSION 10. CORPORATE REORGANIZATION - A NEVER ENDING PROCESS
A. Kaizening is evolutionary whereas re-engineering is revolutionary.
B. The five steps of re-engineering.
C. The Company vs. National Culture - Is it a strength or a weakness?
D. Remanufacturing methods - an integral part of green globalized design.

SESSION 11. Manufacturing and Marketing Strategies
A. Learning Curve Theory & strategies based upon its application
   a. Cream and abandon strategy, e.g. Intel.
   b. Pricing down the learning curve, e.g. Texas Instruments.
B. The Strategy of Speed - “First In Defeats Others” (FIDO), e.g. 3M
C. The strategies of scope and scale
D. The Hawthorne effect.

SESSION 12 – Developing a Corporate or Personal Strategy
A. Strategy is a skill used in managing and planning for success.
   1. The Mission Statement.
   2. The Financial Objectives.
   3. The Action plan.
   4. Evaluate, mid-course corrections and start over.
B. Classical Strategy Development.
   1. SWOT Analysis. (Strengths, Weaknesses, Opportunities, Threats)
A. Collect data.
   B. Analyze data.
   C. Formulate action plan.
   D. Make Dam sure it happens.
   E. Evaluate and amend.

C. Some Strategy Techniques
   1. American Management Association (AMA)
   2. Boston Consulting Group (BCG Analysis.)
   4. Weinig’s Manifesto

SESSION 13 CONTEMPORARY STRATEGIC THINKING.
Is there time for classical strategy development in the warp speed globalized business environment that exists today?
A. That which works is best. There is no single best method!
B. Building a legacy that will outlive one’s career.
C. Will competition in the future be different? How?
D. Competing for industry foresight.
E. Core competence. What is it? Can it be developed or changed?
F. WHAT COUNTS IS A WINNING STRATEGY - CORPORATE OR PERSONAL.
G. Strategies used by the Japanese in “The Economic miracle.”
   1. Low labor cost.
   2. Scale based.
3. Focused factory.
4. Flexible factory
6. Strategy of TIME. (Doing all activities in less time than the competition yields a strategic advantage.) Example: Kyocera

Final Examination
Sayonara!