

The University of Pennsylvania
The Wharton School
Operations, Information and Decisions Department

OIDD 89x: Contemporary Global Supply Chains in China

Gad Allon

Jeffrey A. Keswin Professor
Professor of Operations, Information
and Decisions
Director of the Jerome Fisher Program
in Management & Technology

Edwin Keh

Lecturer, Operations, Information and
Decisions
Chief Executive Officer, Hong Kong
Research Institute for Apparel and
Textiles

Santiago Gallino

Charles W. Evans Distinguished
Faculty Scholar
Assistant Professor of Operations,
Information and Decisions

Tuesdays, 7:00pm – 10:00pm ET, Q4 Spring 2021

Course Description

The world's trading relationships with China have recently been disrupted by the global pandemic, the ongoing US China trade war, and China's own ambitions to make their domestic market as important as their export market.

With so many dynamic events going on, it is often difficult to keep up with how global supply chains in China are changing.

This course looks at supply chains that begin or end in China and see how these have changed and evolved and more importantly where they maybe heading in the years to come. We will 'visit' with different companies and organizations that operate in China to gain a first-hand perspective of what it's like to operate in this market place.

Course Outline (*Tentative*)

1. (3/16) Overview and Background.
 - How the opening of China shaped modern global supply chains.
2. (3/23) China's Supply Chain Eco-system.
 - The emergence of 4PLs (Alibaba's Cainiao, SF Logistics)
 - Mobile payment platforms (Tencent WeChat Pay, Alipay, digital RMB...)
 - The dominance of ecommerce in China (JD, Alibaba...)
3. (3/30) US China Trade War.
 - The impact of the last 3 year's tensions with the US.
 - Decoupling with the West (Rick Helfenbein, Wharton Alum, ex-chairman AAFA, Esquel)
4. (4/6) Selling in China.
 - The Chinese market place and the Chinese consumer.
 - (YUM China, GM (SAIC) in China, Fast Fish, Tiffany's...)
5. (4/13) Doing business with carbon neutral China.
 - Sustainability in China (Novotex, Mills)
6. (4/20) The future of "Made in China".

- Innovation, services, and product development in China. (GLP/Li & Fung, Flex).
 - Where will we make PPEs? (111.com- Gang Yu)
7. (4/27) Final group project presentations

Course Format:

The course will be offered entirely online. The online content will be delivered both synchronously and asynchronously. The synchronous content will be delivered on Tuesdays between 7 pm and 10 pm EST.

Course Activities:

- Weekly readings and videos covering the week's topics
- Weekly class with fireside chats with subject matter experts
- Q&A with small group discussions.

Grading Policy:

- Class discussion management (group): 20%
- Term paper and presentation during the final class: 40%
- Class contribution (individual): 20%
- Short video summarizing one of the books(individual): 20%

Class Discussion Management

Each week, two groups are going to be responsible for managing the discussion: preparing questions for the speakers, leading and moderating the discussion, and summarizing the main take-aways. The group would have to present their plan to one of the instructors and have it approved at least 3 days prior to the class.

Class contribution

You are expected to come to class well prepared to discuss the case studies and reading materials and engage with the speakers. Class contribution is very important in this course. Each of our sessions will be held on Zoom, and you are asked to have your video on for the entire time.

China Book Library:

Prior to our first class in March, every student will be responsible for reading a recent or seminal book corresponds to our class topics. The goal of this assignment is to expose the class to different areas that could help generate ideas and create a "China Library". By March 15th, each student will choose a different book from the designated list here.

Each student should create a short video **for no longer than 5 minutes** as well as submit a two-page write-up of the book. In the short presentation and the two-page write- up, the student should answer the following questions:

- What is the key argument or question the author is exploring?
- What data, examples, or analyses does the author use to support his / her claims?
- What critique do you have of the author's assertions?
- What ideas were prompted from this book?

Students will submit their two-page overviews and the 5 minutes videos by **Canvas prior to our first class**. At the end of the course, the students will have a resource consisting of each book review.

Books: (This is a sample list. A complete list is going to be provided in January)

The One Hour China Book: Two Peking University Professors Explain All of China Business in Six Short Stories Paperback, by Jeffrey Towson and Jonathan Woetzel, January 12, 2014

Poorly Made in China: An Insider's Account of the Tactics Behind China's Production Game, by Paul Midler

Interesting and different angle on Chinese made products. Book won multiple awards.

The Transpacific Experiment: How China and California Collaborate and Compete for Our Future, by Matt Sheehan (August 13, 2019)

Transportation and the Belt and Road Initiative: A paradigm shift, by Nicolas de Loisy (Jun 15, 2019)

Is DSCM an approach for Chinese dualism economy?, by Ying Ye and Kwok Hung Lau (Mar 7, 2019) This book explores the way the Chinese fashion apparel industry managed the demand and supply chain to confront the fourth structural change since 2010. With the gradual shift from a planned economy to a market economy, China went through a series of market changes during the last four decades. The textiles and apparel (TA) industry, as a basic, consuming industrial sector with a long supply pipeline and large consumer demand, represents an industrial example of a fast-growing economy under globalization. **Trump, Trade, and the End of Globalization,** by David Steven Jacoby Jun 30, 2018

China Rx: Exposing the Risks of America's Dependence on China for Medicine, by Rosemary Gibson and Janardan Prasad Singh | Apr 17, 2018

China: Cold Supply Chain, by Jennifer Peters (27 July 2018)

Global Sourcing and Supply Management Excellence in China: Procurement Guide for Supply Experts (Management for Professionals), by Marc Helmold, 15 June 2018

Shenzhen Superstars - How China's smartest city is challenging Silicon Valley, by Johan Nylander (6 December 2017)

This book talks about how Shenzhen, the center of Pearl River Delta, became the world manufacturing hub for hardware, e.g. supply chain of iPhone. It also touches on the tech giants that emerged in Shenzhen, i.e. Huawei, Tencent, etc.

Unmade in China: The Hidden Truth about China's Economic Miracle, by Jeremy R. Haft (27 July 2015)

This book talks about the systematic risks in China and views China's rise as both threats and opportunities for US. It is an interesting book in the current context as the trade war continues.

China's Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom by Winston Ma (December 27, 2016)