

Durham Technical Community College

Co-op Work Experience For Automotive Students

COE 111

Automotive Industry: A Global Perspective

Nathan Smith

DESCRIPTION OF MODULE

Automotive students will be introduced to the fact that the automotive industry has rapidly shifted from a domestic market to a global market. These students will discover that their future in this industry depends on their ability to conduct business with others outside of the United States. Students will demonstrate their ability to research the beliefs, etiquettes, values and accepted social and business practices of other cultures.

OBJECTIVES

1. To define globalization in a way that connects the student to their role in the changing global economy as it applies to the automotive industry and demonstrates the need to understand cultural differences in order to compete with our changing economy.
2. To communicate a sense of urgency in the wake of rapid changes in the domestic share of this market.
3. To create awareness of the role other countries have in the production of automobiles, automotive replacement parts and the need for a repair industry in those foreign markets.
4. To create a desire in the student to understand several different cultures and their social practices in an attempt to gain and retain potential business partnerships in the future.
5. Test the student's research skills in the area of different cultures and their social practices that will enhance their opportunity for positive communication with foreign business partners.

METHODOLOGY

Required readings

Questions

Independent research

Essay

Students should designate at least 20 hours for reading, questions, research and essays.

Required readings do not cover the information necessary for the required essay.

Independent research is necessary to gather the information to write an assigned essay on one of four different cultures about the cultural differences between foreign markets and the United

States which would affect ones ability to conduct business in an acceptable manner to all parties.

I view globalization as four neighbor kids wanting to play soccer. In this scenario one kid has a big yard, one kid has a soccer ball, one kid knows all the rules and one kid is a fast runner and their ability to interact with out offending each other will determine if they play ball or fight.

Students need to determine what globalization means as it incorporates their role in the automotive industry. A student needs to consider the effect the current trends will have on the future of the automotive industry and how this will affect their role in this industry.

COE 111 is designed to allow a student the opportunity to grow in an independent study environment; these course globalization aspects with enhance that experience. In reality our understanding of globalization is very urgent.

However one may view globalization, the truth is that it is now a historical fact and an established trend. It is important that students understand that the economic standing of the United States requires that we play ball or be left out.

We simply cannot ignore the trend that began in the automotive industry several decades ago.

The days of the “Big Three United States Automakers ” are over.

Required Readings: You are required but not limited to read at least the following on globalization, and then answer the questions

Books

JACK ERJAVEC (2005) AUTOMOTIVE SYSTEMS TECHNOLOGY 4th edition (Thompson Delmar Learning) Following pages 1-17,52-53,191,596-626,671-689

HALDERMAN AND MITCHELL (2003) AUTOMOTIVE TECHNOLOGY PRINCIPLES, DIAGNOSIS, AND SERVICE 2nd Edition (Prentice Hall) following pages 534-540

Newspapers

Keith Bradsher, New York Times, June 7, 2007 “Chinese Auto Parts Enter the Global Market”

Joel Stein, Los Angeles Times, August 8 2008 “What’s so bad about foreign oil?”

Published Papers

Spatz and Nunnenkamp, January 2002, “Globalization of the Automotive Industry,” Kiel Working Paper No. 1093, Kiel Institute of World Economics

Articles

Jared Holstein, CAR AND DRIVER, July 2008, “Five Best-selling Hybrids”

Web Articles

“China to be No. 1 Auto maker or Consumer by 2020,” November 17, 2005
www.chinaknowledge.com

“Hybrid Market Forecast,” September 28, 2006, www.hybridcars.com

Suggested Reading

Doing Business Internationally, Second Edition: The Guide to Cross-Cultural Success by [Danielle Medina Walker](#), [Thomas Walker](#), [Thomas Walker](#)

Questions:

1. What is your definition of globalization?
2. How does globalization enhance beneficial competition?
3. Who were the “Big Three” automakers 40 years ago and what country were they from?
4. Who four countries that manufacture the greatest market share of automobiles today?
5. What do the first two digits in the vehicle identification number designate?
6. What percentage of the automobiles in your immediate family originates from a country other than the United States?
7. What country did the company that designed the secondary ignition system in your grand parents car originate from?
8. What country did the company that designed the secondary ignition system in your parent’s car originate from?
9. What country did the company that designed the secondary ignition system in your car originate from?
10. Does any one in your family drive a domestic vehicle with a foreign made engine?
11. What country made your vehicles alternator?
12. What country made your vehicles replacement alternator if you purchase it from the nearest auto parts store?

Research and Essays

Complete the necessary research to fully address one of the following essays. Student should show examples of

Limit your choice of essay to more than 1500 words, but less than 2000.

1. Discuss significant cultural differences between China and the United States that could affect positive business relations.
2. Discuss significant cultural differences between Japan and the United States that could affect positive business relations.
3. Discuss significant cultural differences between Germany and the United States that could affect positive business relations.
4. Discuss significant cultural differences between Saudi Arabia and the United States that could affect positive business relations.