THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE
Belk College of Business

A Collaborative Class between

Professor Victor Z. Chen
and
WELLS FARGO International Strategies Initiative
WELLS FARGO Country Risk Analytics

Course Number: Management (MGMT) 3274
Course Title: International Business Processes and Problems

Prerequisites:
- MGMT3140
- Good geographic knowledge about the world
- Good spreadsheet (e.g., MS Excel) skills
- Some data mining and processing experience
- Exposure to foreign cultures
- Willingness to work hard in a team and off class

Instructor: Dr. Victor Zitian Chen
Office Room: Friday Building, Room 240C
Office Phone: 704-687-7645 (or 77645 in campus)
Office Hours: By appointment only
E-mail Address: zchen23@uncc.edu

Text:
There is no required textbook. All the teaching materials will be posted on this website after the class.

Optional Readings:

You will also benefit by visiting regularly the following media: The Economist, The Financial Times, Wall Street Journal, Business Week, Vale Columbia Center FDI Publications

http://www.ChenZitian.net/teaching/

Course Website:
All the course materials (e.g., lecture slides) will be uploaded to this website.

Course Description
This course is designed as an introduction to the processes and strategies, institutions and environments, and barriers and problems with international business. The course will cover such topics as foundations for international business, the environment of international business, processes and strategies of international business, and practical implications.

Learning Objectives
Upon completion of this course, students should:
1. Be able to demonstrate an understanding of the theoretical foundations of international business
2. Comprehend the effects of environmental factors (socio-political, cultural, economic, technological factor) on the processes of international businesses
3. Learn how to analyze and design global business operations and strategies

### Grading Policies

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>In-Class Review Quizzes</td>
<td>55% (5% x 11)</td>
</tr>
<tr>
<td>Real-Business Team Report Part 1</td>
<td>15%</td>
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<tr>
<td>Real-Business Team Report Part 2</td>
<td>15%</td>
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<tr>
<td>Final Team Presentation (8 minutes) of Both Parts Real-Business Report</td>
<td>15%</td>
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</table>

Each in-class review quiz is a closed-book based and individual exam. It consists of five single-choice question on the concepts, theories, formula, and models learned in that class. Quiz takes place in the last 30 minutes of each class.

Real-Business Team Report is a semester long project to apply and integrate everything we learn in the class into a consulting report for Wells Fargo International Strategies Initiative and Country Risk Analytics. The questions will be assigned by Wells Fargo representatives on their real issues and will be the same for both sections of the class. The Report Part 1 is an assignment that asks each team to design a global business expansion plan, focusing on the existing strengths of Wells Fargo businesses, its major peers/competitors in the globe, and where to expand, and whether and how their strengths fit into the region/market you select. The Report Part 2 is an assignment that asks each team to analyze the potential economic, legal-political, and socio-cultural risks/barriers faced by Wells Fargo in the region/market you selected in the Part 2 and suggest ways to hedge/manage these risks/barriers. The final team presentation is to present the essence of both reports in 8 minutes to a panel of senior Wells Fargo management team on these issues. For both report parts, please send only electronic version, including a title page of each team member’s name, 800 number, and % of contribution to the overall assignment. Don’t be polite to give high credits to team members that contribute little. The professor will adjust individual grade according to the % of contribution. Format: Times New Roman, 11pt, double space, 10-12 pages including figures/tables/references. Please check the most recent Harvard Business Review for format/style in more detail.

Letter grades and numeric grades equate as follows for this course:
- A 90-100
- B 80-89.5
- C 70-79.5
- D 60-69.5
- F <60 or violations of the University Policy 407, The Code of Student Academic Integrity

All members of the course are expected to adhere to the University Policy 407, The Code of Student Academic Integrity. Violations of this code include but are not limited to: cheating, plagiarism, falsification and fabrication, multiple submissions, abuse of academic materials, and complicity in academic dishonesty. Violators will receive a failing grade and may risk suspension from the University. Additional details on the Code of Student Academic Integrity are available at http://legal.uncc.edu/policies/up-407.

### Make-up Quizzes

There will be no make-up quizzes. But speak to the professor if anything really emergent (e.g., life-death) happens.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
## Course Outline and Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Any quiz/report due</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>AUG 26/28</td>
<td>Orientation and international business environments</td>
<td></td>
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<tr>
<td>2</td>
<td>SEP 02/04</td>
<td>Multinational enterprises (MNEs) and their activities</td>
<td></td>
<td>In-class quiz 1</td>
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<tr>
<td>3</td>
<td>SEP 09/11</td>
<td>Sources of competitive advantages in international business: OLI paradigm</td>
<td></td>
<td>In-class quiz 2</td>
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<tr>
<td>4</td>
<td>SEP 16/19</td>
<td>A closer look into ownership (O) advantages</td>
<td></td>
<td>In-class quiz 3</td>
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<tr>
<td>5</td>
<td>SEP 23/25</td>
<td>A closer look into locational (L) advantages</td>
<td></td>
<td>In-class quiz 4</td>
</tr>
<tr>
<td>6</td>
<td>OCT 30/02</td>
<td>A closer look into internalization (I) advantages</td>
<td></td>
<td>In-class quiz 5</td>
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<tr>
<td>7</td>
<td>OCT 07/09</td>
<td>A practice using the OLI paradigm</td>
<td></td>
<td>In-class quiz 6</td>
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<tr>
<td>8</td>
<td>OCT 14/16</td>
<td>One of the sections (OCT 14@11-12PM for Section 002; OCT 16@3:30-4:30PM for Section 001) will be library data tutorials at Atkins #125. Tutored by Nichole Spoor, students will be learning and working on library databases and resources for the team report assignments.</td>
<td>Report Part I Due by Midnight OCT 16.</td>
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<td>9</td>
<td>OCT 21/23</td>
<td>Foreign market risks and barriers</td>
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<td>In-class quiz 7</td>
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<td>10</td>
<td>OCT 28/30</td>
<td>Foreign economic risks</td>
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<td>In-class quiz 8</td>
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<td>11</td>
<td>NOV 04/06</td>
<td>Foreign legal-political risks</td>
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<td>In-class quiz 9</td>
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<td>12</td>
<td>NOV 11/13</td>
<td>Foreign socio-cultural risks</td>
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<td>In-class quiz 10</td>
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<td>13</td>
<td>NOV 18/20</td>
<td>A practice on fitting/adapting a firm’s advantages into a foreign context</td>
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<td>In-class quiz 11</td>
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<tr>
<td>14</td>
<td>THANKSGIVING BREAK – NO CLASSES</td>
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<td>15</td>
<td>DEC 02/04</td>
<td>A synthesis of the class and discussion on issues related to the final team presentations</td>
<td>Report Part II Due by Midnight DEC.4.</td>
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<tr>
<td>16</td>
<td>DEC 09/11</td>
<td>One of the sections (DEC 09@11-12PM for Section 002; DEC 11@3:30-4:30PM for Section 001) will be no teaching, but student preparations on the final presentations. The professor will be of assistance via email if any questions arise.</td>
<td>The final presentations are proposed to take place on DEC 11@2-4PM.</td>
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### Selective testimonies from previous students:

“Dr. Chen is an excellent professor! His real life examples and in-class assignments made the course especially interesting and challenging in the right way – applying the theoretical knowledge we learned to real situations. In addition, Dr. Chen is very accommodating to students’ situations and was ready to help every student who needed that.” – A student from Section 002 of 2013.

“Dr Chen is very sweet and has a vast understanding of the material. He has made this class interesting through his real world experience and the various group activities he assigns.” – A student from Section 002 of 2013.

“Best structure for group work I’ve encountered while at UNCC.” – A student from Section 001 of 2013.

“I only took this class because it fit my schedule and met a requirement. I was surprised to find out how much I enjoyed it.” - A student from Section 001 of 2013.

“I like the professor and his clothing. I really like his Burberry tie.” – A student from Section 009 of year 2012.

“Best instructor! Best style of teaching! Learned a lot!!!!!” – A student from Section 001 of year 2012.