

32ND ANNUAL
**Held in the Darla Moore
School of Business in
Columbia, S.C.**

Faculty Development in International Business

The Nation's Leading and Most Comprehensive
Program for Faculty Teaching International Business

MAY 31 – JUNE 4, 2020

Darla Moore School of Business
University of South Carolina
Columbia, S.C.


INTERNATIONALIZE YOUR BUSINESS CURRICULUM.

EXPERT FACULTY FROM THE MOORE SCHOOL'S TOP-RANKED INTERNATIONAL BUSINESS PROGRAM
BRING YOU KNOWLEDGE, SKILLS AND RESOURCES TO BUILD OR EXPAND YOUR IB CURRICULUM.

New this year!

- Research methods seminar on multi-level and fuzzy-set methods.
- Optional one-day trip to Charleston, S.C., for a company visit and sightseeing.

PROGRAM OVERVIEW

INTERNATIONAL BUSINESS is essential for today's business schools. Students are demanding international expertise to compete in the global business environment. If your school needs to add or expand your international business offerings, Faculty Development in International Business (FDIB) provides the tools and knowledge needed to internationalize your curriculum.

The Moore School's FDIB program is the oldest and most highly regarded program of its kind. The goal of the program is to prepare business school faculty to teach international business courses. In addition, for the first time this year, we are introducing a research methods seminar providing hands-on training for multi-level and fuzzy-set methods.

Acquire the knowledge, skills and resources necessary to create and implement a world-class international business curriculum from the leader in international business education:

- Develop course outlines, syllabi and lecture notes
- Review top textbooks and supporting course materials
- Gain knowledge of key case studies, simulations and exercises
- Acquire current information and research on emerging markets
- Build a support network of other international business faculty
- Learn about key regions for international business: Africa, Asia, Europe and Latin America

WHO SHOULD ATTEND?

- Faculty members preparing to teach international business courses for the first time
- Faculty members who are currently teaching international business courses at the graduate/undergraduate level who want to enhance and update their courses
- Faculty from any department who would like a solid grounding in specific international business topics
- Ph.D. students who are developing their teaching portfolio for their first academic job
- Faculty and Ph.D. students interested in expanding their research methods capabilities in the IB field

CIBER SCHOLARSHIPS

Limited Number Available

- \$1,000 CIBER scholarships for Minority Serving Institution (MSI) and Community College participants
- Scholarships will be directly applied on the REGISTRATION PAGE automatically as you register and pay your discounted registration fee for MSI/CC participants

PROGRAM SEMINARS

Faculty Development in International Business consists of three concurrent seminars. Each participant chooses one of the three week-long seminars and spends the week with some of the top faculty in the international business discipline. They will develop both professional knowledge about the particular topic and pedagogical skills that will enhance teaching of the subject.

Choose from three concurrent seminars, taught by leaders in international business education:

- International Management and Global Strategy
- International Business Across Regions of the World
- Research Methods in International Business

One-hour bonus sessions on emerging and transition markets:

- China
- Africa
- Central and Eastern Europe

* Optional add-on one day visit to Charleston, S.C., including a company visit and sightseeing.

PROGRAM SCHEDULE

May 31	6 – 8 p.m.	Welcome Reception
June 1–4	7:30 – 8:30 a.m.	Breakfast
	8:30 a.m. – noon	Seminar Sessions
	12 – 1 p.m.	Lunch
	1 – 4 p.m.	Seminar Sessions
	4 – 5 p.m. (Mon., Tues. and Wed.)	Bonus Sessions on Emerging Markets
June 4	6 – 8 p.m.	Graduation Banquet
June 5	7:30 a.m. – 7:30 p.m.	Optional trip: Charleston, S.C. <ul style="list-style-type: none">• Company visit• Sightseeing

INTERNATIONAL MANAGEMENT AND GLOBAL STRATEGY

This seminar prepares participants to teach international management with a focus on multinational corporations (MNCs). It provides in-depth substantive knowledge on recent trends and best practices in global competitive strategies, organizational structures and capabilities, control and coordination in MNCs, global leadership and innovation and knowledge management. It discusses how political, economic, institutional and cultural contexts impact MNCs' business models. Special attention is directed at emerging markets and the challenges and opportunities of conducting business there. The seminar also provides a discussion and guidance on the pedagogy of teaching these subjects, including the use of various teaching methods such as cases, simulations, role play and research projects. Participants go through the main topics in a real class-type setting, observe and participate in the pedagogical approach used by the instructor and discuss effective teaching strategies and methodologies with their peers.

In this seminar, participants will gain specific knowledge and skills in the following ways:

- Conducting institutional and cultural analysis and examining its impact on business
- Performing strategic analysis of a company's global activities and organizational capabilities
- Learning best management practices in today's global business environment
- Understanding the challenges and opportunities in emerging markets for MNCs and emerging market firms
- Getting hands-on experience in teaching cases and conducting exercises and simulations
- Developing a course syllabus and receiving feedback from the instructor and peers



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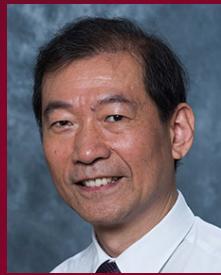
TATIANA KOSTOVA (Ph.D., University of Minnesota) is the Carolina Distinguished Professor, Buck Mickel Chair and professor of international business at the Darla Moore School of Business. Her research is at the intersection of multinational corporations management, global strategy, organization theory and organizational behavior. It includes topics transfer of best practices in MNCs, adaptation of business models across borders, control and coordination of foreign subsidiaries, legitimacy of MNCs, social capital in MNCs and others.

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CHUCK KWOK (Ph.D., University of Texas, Austin) is a professor of international business. He teaches various international finance and China business courses at both master and doctoral levels. He is the president of the Academy of International

Business. Dr. Kwok's research concentrates on international finance and international business education. A research note recently published in the *Journal of International Business Studies* ranks Professor Kwok as No. 4 worldwide among the most published authors in the JIBS, the premier journal in the field of international business during the period of 1970–2016.

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CHRIS YENKEY (Ph.D., Cornell University) is an assistant professor of international business at the Darla Moore School of Business and a core faculty member of the Rule of Law Collaborative at the UofSC School of Law. Prior to joining the Moore School, he was on the faculty at the University of Chicago Booth School of Business. Yenkey's research extends sociological theories of social relationships, segregation and inter-group trust into the analysis of misconduct and market development in African countries. It has been published in top sociology and management journals and has won many recognitions for excellence. He teaches a variety of international business courses at undergraduate, masters and doctoral levels.

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INTERNATIONAL BUSINESS ACROSS REGIONS OF THE WORLD

This seminar will provide comprehensive analysis of the political, historic and cultural background and the current opportunities and challenges of doing business in four important regions of the world economy: Asia, Latin America, Europe and Africa. Each region will be introduced by a top faculty expert and will address the most pertinent topics in the respective context.

Some of the topics include:

■ **Asia (Kwok)**

- Overview of business conditions in Asia
- Leading and emerging Asian economies (e.g., Japan, South Korea, India)
- Rise of China and Chinese MNCs as major players in the world economy
- Structural, technological and institutional reforms in China
- Risks and opportunities of doing business in China
- Pedagogy of teaching "Business in Asia/China" course
- Leading short-term study abroad programs in Asia/China

■ **Africa (Nartey)**

- Political, historic and cultural background affecting Africa business climate
- Leading economies with emphasis on South Africa, Kenya and others
- Risks and opportunities of doing business in Africa
- Drivers of economic growth and market reform in Africa
- The rise of African multinational corporations
- Entrepreneurs developing African solutions to African problems
- Pedagogy of teaching "Business in Africa" course
- Leading short-term study abroad programs in Africa

Some of the topics include:

■ Europe (McDermott)

- Variety of Western European economic models
- European Union: nature, implications and current issues
- Brexit and implications for Great Britain, EU and U.S. business
- Comparative corporate governance across sub-regions and countries
- Key players in the European business environment
- Competitive business strategies in the European region
- Pedagogy of teaching “Business in Europe” course
- Leading short-term study abroad programs in Europe

■ Latin America (McDermott)

- Emerging regional trends in Latin America
- Top economies in Latin America with emphasis on Brazil, Argentina and Chile
- Characteristics of leading Latin America industries
- Challenges and opportunities of doing business in Latin America
- Country attractiveness framework
- Pedagogy of teaching “Business in Latin America” course at different levels
- Leading short-term study abroad programs in Latin America

■ Russia (Spicer)

- Post-Communist market reform in Yeltsin’s Russia
- The rise of the oligarchs
- Putin’s Russia
- State-owned national champions in the oil and gas sectors
- The impact of sanctions

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GERALD A. MCDERMOTT

(Ph.D., MIT) is a professor of international business at the Darla Moore School of Business. He specializes in international business and the political economy. His current research in South America uses both comparative and statistical survey methods to examine the socio-political conditions under which societies build new innovative capacities to achieve sustained upgrading in their industries. He also recently launched a project about the impact of international integration regimes on local institutional development via a comparison of the EU accession, NAFTA and Mercosur. He is fluent in both Czech and Spanish.

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ANDREW SPICER (Ph.D., University of Pennsylvania) is an associate professor of international business at the Darla Moore School of Business. His research and teaching focus on the intersection of business and society in a global economy.

His research has examined privatization policies and outcomes in post-communist countries; the effects of national context and identity on managers' ethical evaluations and behaviors; the processes that lead to the spread of corrupt business practices across regions and companies; and the role of business model innovation in combating poverty and environmental degradation around the world.

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PAUL D. BLIESE (Ph.D., Texas Tech University) is the Jeff B. Bates Chaired Professor in the Department of Management at the Darla Moore School of Business. After graduate school, he worked for 22 years at the Walker Reed Army Institute of Research. Dr. Bliese

has led efforts to advance statistical methods and apply analytics to complex organizational data. He developed and maintains the multilevel package for R and has been influential in advancing organizational multilevel theory. He was associate editor for the *Journal of Applied Psychology* from 2010 to 2017 and is currently the editor in chief for *Organizational Research Methods*.

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JOSHUA K. AULT (Ph.D., University of South Carolina) is an assistant professor in the Thunderbird School of Global Management at Arizona State University. His research in the area of international strategy, international entrepreneurship,

social entrepreneurship and emerging developing countries has been published in top strategy and IB journals. He has won teaching and research awards from a number of universities and professional associations.

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RESEARCH METHODS IN INTERNATIONAL BUSINESS

This research methods seminar will introduce two research methodologies that are particularly relevant for conducting international business research. Both modules will provide an explanation of the theoretical and design underpinnings of these methodologies as well as practical hands-on skills analyzing data and using relevant software.

Some of the topics include:

■ **Multi-Level Analysis** (Bliese)

This hands-on seminar prepares participants to conduct a wide-range of multilevel analysis using R. Multilevel analysis are known by many names including Hierarchical Linear Models, mixed-effects models and random coefficient models. R has a number of packages for basic and advanced analyses when data are nested (e.g., entities are located in different countries or regions) or when data are longitudinal (e.g., entities provide multiple observations). The seminar will provide both theoretical foundations and skills necessary to conduct a wide range of multilevel analysis. All practical exercises are conducted in R. A practice dataset will be provided in class although participants are encouraged to bring their own datasets for more tailored learning.

■ **Fuzzy-set Methods** (Ault)

International business researchers typically examine very complex questions using data spanning multiple levels of analysis, particularly country and firm. In such settings, the search for empirical regularities often prevents a deep understanding of differences across cases. Fuzzy-set methods can be used to address both qualitative and quantitative aspects of firm and country heterogeneity. These methods allow a systematic, context-sensitive comparison of cases. This workshop will provide an overview of fuzzy-set methods, particularly fuzzy-set qualitative comparative analysis (fsQCA). In addition to learning the main concepts, participants will receive a hands-on experience with the fsQCA software and will cover topics like causal complexity; necessity and sufficiency; sets, calibration, consistency and coverage; and truth table analysis and logical minimization.



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PROGRAM AND REGISTRATION INFORMATION

LOCATION

The 2020 FDIB program will be held at the Darla Moore School of Business, University of South Carolina

Darla Moore School of Business
University of South Carolina
1014 Greene Street
Columbia, S.C. 29208

PROGRAM FEE

\$1,995 USD

15% discount for organizations sending three or more people

The program fee includes instruction, a comprehensive materials package, breaks, daily continental breakfasts, lunches, Sunday night welcome reception and Thursday graduation banquet.

If you choose to go on the optional trip to Charleston, S.C., there is an additional fee of \$100 on top of the program fee.

Please note that the full program fee of \$1995 and additional fee of \$100 for the optional trip to Charleston, S.C., (if applicable) is payable in advance at the time of registration via credit card payment only.

CANCELLATIONS/REFUNDS

All cancellations and substitutions must be confirmed in writing. Substitutions may be made at any time. Written notification of withdrawal or transfer must be RECEIVED by April 24, 2020 in order to receive a full refund. Cancellations made after this date, for any reason, but prior to May 31, 2020, will receive a 50% refund of the program fee. If a registered participant does not attend the program, and has not withdrawn or made a substitution the full program fee will be assessed.

Mail cancellations and substitutions to:

Darla Moore School of Business
University of South Carolina
1014 Greene Street
Columbia, S.C. 29208

ACCOMMODATIONS

Hotel reservations, fees and transportation are the responsibility of each participant.

Below are hotels that are in close proximity to the Darla Moore School of Business.

Courtyard Columbia Downtown @ UofSC

630 Assembly St.
Columbia, S.C. 29201
803-799-7800

FDIB Rate: \$139/night (includes parking, breakfast and WiFi)
Distance: less than two blocks

Hilton Columbia Center

924 Senate St.
Columbia, S.C. 29201
803-744-7800
FDIB Rate: \$139/night (includes parking)
Distance: three blocks

CLICK HERE TO REGISTER NOW