



UNIVERSITY OF
SOUTH CAROLINA
Darla Moore School of Business

CIBER **SOUTH CAROLINA**
CENTER FOR INTERNATIONAL BUSINESS EDUCATION & RESEARCH
DARLA MOORE SCHOOL OF BUSINESS

31ST ANNUAL

Faculty Development in International Business

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

JUNE 2-7 | 2019

Darla Moore School of Business
University of South Carolina
Columbia, South Carolina

Held in the Darla Moore
School of Business in
Columbia, SC

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.

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 courses, 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 internationalize business school faculty, preparing them to teach international business courses.

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

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

FDIB 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, developing 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:

- Survey of International Business
- International Management and Global Strategy
- International Business Across Regions of the World

One-hour bonus sessions on emerging and transition markets:

- China
- Africa
- Central and Eastern Europe

PROGRAM SCHEDULE

June 2	6:00 p.m. – 8:00 p.m.	Welcome Reception
June 3–6	7:30 a.m. – 8:30 a.m.	Breakfast
	8:30 a.m. – 12:00 p.m.	Seminar Sessions
	12:00 p.m. – 1:00 p.m.	Lunch
	1:00 p.m. – 4:00 p.m.	Seminar Sessions
	4:00 p.m. – 5:00 p.m. (Mon., Tues. and Wed.)	Bonus Sessions on Emerging Markets
June 6	6:30 p.m. – 8:30 p.m.	Graduation Banquet
June 7	7:30 a.m. – 8:30 a.m.	Breakfast
	8:30 a.m. – 11:45 p.m.	Seminar Sessions
	11:45 p.m. – 12:00 p.m.	Conclusion of Program



ANDREW SPICER (Ph.D., University of Pennsylvania) is an associate professor of international business at the Darla Moore School of Business, University of South Carolina. 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.

Email: aspicer@moore.sc.edu



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SURVEY OF INTERNATIONAL BUSINESS

This seminar provides an overview of the field of international business.

Topics include:

Macro-Environmental Aspects

- International trade and investment
- International monetary systems
- Global and regional organizations
- Government policies
- National cultures

Micro-Managerial Aspects

- International finance
- International strategy and management
- International corporate social responsibility and ethics

Through these seminars, faculty will achieve an understanding of current events and developments in the global economy, their effects and how to incorporate them into the courses they teach.

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 analyzing 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



FACULTY

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 MNC 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.

Email: kostova@moore.sc.edu



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FACULTY



CHUCK KWOK (Ph.D., University of Texas, Austin) is Research Professor of International Business at the University of South Carolina. 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 JIBS ranks Professor Kwok as #4 worldwide among the most published authors in the Journal of International Business Studies, the premier journal of the field of International Business during the period of 1970-2016.

Email: ckwok@moore.sc.edu



LITE NARTEY (Ph.D., University of Pennsylvania) is assistant professor of international business at the Darla Moore School of Business. Her research examines the relationships, contingencies,

and dynamics among multinational firms, multilaterals, governments and civil society actors and the implications of these dynamics on both firm performance and societal value. Her research focus on Africa explores stakeholder engagement within the extractive industries (oil, gas and mining) and bottom-of-the pyramid innovations (a focus on mobile money). She draws insights and lessons for her research and teaching from in-depth field studies on the African continent.

Email: lite.nartey@moore.sc.edu



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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
- 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, Ghana and Nigeria
- 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"
- Leading short-term study abroad programs in Africa

■ India (Messner)

- Historic, economic, and cultural background affecting India business climate
- Paisa vasool marketing strategies
- Rise of the services (IT & BPO) offshoring phenomenon
- Pedagogy of teaching "Doing Business in India"

■ Europe (McDermott)

- Variety of Western European economic models
- European Union: nature, implications, and current issues
- Brexit and implications for Great Britain, EU and US 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"
- 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 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



WOLFGANG MESSNER

(Ph.D., University of Kassel, Germany) is clinical associate professor of international business at the Darla Moore School of Business. His research concentrates on the

influence of culture on customer engagement and service satisfaction, with a particular focus on marketing strategies in India. Dr. Messner's business experience includes more than 7 years as an expatriate in India for Deutsche Bank, Capgemini, as well as an entrepreneur and faculty at leading Indian business schools.

Email: wolfgang.messner@moore.sc.edu



GERALD A. MCDERMOTT

(Ph.D., MIT) is a professor of international business at the Darla Moore School of Business at the University of South Carolina. He specializes in international business and 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 has 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 also fluent in both Czech and Spanish.

Email: gerald.mcdermott@moore.sc.edu



ANDREW SPICER (Ph.D., University of Pennsylvania) is an associate professor of international business at the Darla Moore School of Business, University of South Carolina. 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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PROGRAM & REGISTRATION INFORMATION

LOCATION

The 2019 FDIB program will be held in the Darla Moore School of Business, University of South Carolina in Columbia, SC.

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

Please note that the full fee 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, 2019 in order to receive a full refund. Cancellations made after this date, for any reason, but prior to May 31, 2019, 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 submission, 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, South Carolina 29208

ACCOMMODATIONS

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

Room blocks have been secured at the following hotels, both of which are in close proximity to the Darla Moore School of Business. Please ask for the "FDIB Group Rate" when making your reservation.

Courtyard Columbia Downtown @ USC

630 Assembly Street
Columbia, SC 29201
803.799.7800

FDIB Rate: \$139/night (includes parking, breakfast and WiFi)

Distance: less than 2 blocks

Hilton Columbia Center

924 Senate Street
Columbia, SC 29201
803.744.7800

FDIB Rate: \$139/night (includes parking)

Distance: 3 blocks

CLICK HERE TO REGISTER NOW