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 provides, 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

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 -

- $500 CIBER scholarships for faculty and doctoral candidate participants (awarded on a first-come, first-served basis)
- $1,000 CIBER scholarships for the first three Minority Serving Institution (MSI) participants

The Center for International Business and Education Research (CIBER) offers a limited number of scholarships for the FDIB program. Scholarships will be granted based on an application process and review by the University of South Carolina CIBER administration.

Scholarship applicants are required to pay a $500 deposit prior to admission. If an applicant is not granted a scholarship and chooses to cancel his/her registration, the deposit is fully refundable providing a refund is requested at least 14 days prior to program start.

To be considered you must submit a complete application packet, which consists of:

- Completed FDIB Online Registration
- $500 Deposit (payment options included in online registration)
- Letter of recommendation from the applicant’s dean or department head explaining the impact their participation will have on their school (Submit letters to: Daniel-Mickel Center for Executive Education, FDIB Application Letters, Darla Moore School of Business, 1014 Greene Street, Columbia, SC 29208)

PROGRAM SEMINARS

FDIB is a series of five concurrent seminars. Each participant chooses one of the five 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 five concurrent seminars, taught by leaders in international business education:
- Survey of International Business
- International Management
- International Financial Management
- Global Supply Chain and Operations Management
- International Marketing and Negotiations

One-hour bonus sessions on emerging and transition markets:
- China
- Eastern Europe
- Latin America

PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>June 7</th>
<th>6 – 8 p.m.</th>
<th>Welcome Reception/Distribution of Materials</th>
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<tbody>
<tr>
<td>June 8*</td>
<td>8:30 a.m. - 5 p.m.</td>
<td>Class</td>
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<tr>
<td>June 9*</td>
<td>8:30 a.m. - 5 p.m.</td>
<td>Class</td>
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<tr>
<td>June 10*</td>
<td>8:30 a.m. - 5 p.m.</td>
<td>Class</td>
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<tr>
<td>June 11</td>
<td>8:30 a.m. - 5 p.m.</td>
<td>Class</td>
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<td></td>
<td>6 p.m.</td>
<td>Graduation Banquet</td>
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<tr>
<td>June 12</td>
<td>8:30 a.m. - noon</td>
<td>Class</td>
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*One-hour bonus sessions will be held from 4 – 5 p.m.
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 marketing
  - 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

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

TATIANA KOSTOVA (Ph.D., University of Minnesota) is the Buck Mickel Chair and Professor of International Business at the Darla Moore School of Business at the University of South Carolina. Her research is at the intersection of MNC management, global strategy, organizational behavior and organization theory; it includes topics such as transfer of best practices in MNCs, control and coordination of foreign subsidiaries, institutional embeddedness of companies, adaptation of business models across borders and developing psychological ownership, dual identification and social capital in MNCs. Her work has been published in top management and international business journals including AMR, AMJ, JIBS, and others; and she has served in editorial roles at AMR, AMJ, JIBS, JMS, and others. Dr. Kostova has won numerous research and teaching awards, including best dissertation at AIB and AOM and Best PMBA and EIMBA Professor at USC. She has been a visiting professor at WU (Vienna, Austria), Tec de Monterrey (Mexico) and CUHK and Hong Kong University (Hong Kong). She has served as Vice President of AIB and Chair of the IM Division of AOM and is an AIB Fellow.

Email: kostova@moore.sc.edu

“Excellent knowledge of topics and great experience with real global companies. Tatiana is amazing.”

William Johnson
Associate Professor
Penn State Erie
INTERNATIONAL FINANCIAL MANAGEMENT

Finance faculty members who are preparing to teach international corporate finance at the graduate or undergraduate level will benefit from the curriculum of this workshop.

In this seminar, participants will gain specific knowledge in the following topics:
- Foreign exchange markets and foreign currency derivatives
- International financial markets
- Foreign exchange risk management
- Global financing strategies
- Valuation of foreign investment projects
- Financial dimensions of political risk management
- Managing intra-corporate fund flows
- International tax planning
- Export/import finance

Participants will gain important tools and support:
- Suggested undergraduate and graduate course outlines
- Ready-to-use lecture notes and cases
- Copies and discussion of key international finance texts
- Training in how to conduct currency simulation games in class
- Computer spreadsheets to aid in analysis of international finance

CHUCK C.Y. KWOK (Ph.D., University of Texas-Austin) is a Distinguished Business Partnership Foundation Fellow and Professor of International Business at the Darla Moore School of Business at the University of South Carolina. He has received numerous teaching awards and several research awards. He is one of the pioneers conducting interdisciplinary study on how national culture influences various financial practices around the world. He was ranked among the list of most prolific scholars contributing to the Journal of International Business Studies (the leading journal in international business). He was a Vice President-Administration of the Academy of International Business. He has been consistently invited as a visiting professor at prestigious institutions around the world, including the Peking University (Beijing University, PRC), Shanghai Jiaotong University, the Chinese University of Hong Kong (Hong Kong, PRC), Wirtschaftsuniversitat Wien (Austria) and the Monterrey Institute of Technology (ITESM, Mexico). In 2012, he was given the Best Teaching Award of the Beijing International MBA program of the Peking University.

Email: ckwok@moore.sc.edu
OMRANE GUEDHAMI (Ph.D., Laval University) is a Moore Research Fellow and an Associate Professor of International Business at the Darla Moore School of Business at the University of South Carolina. His dissertation, “Liberalization, Corporate Governance and Privatization,” was awarded the 2003 Best Dissertation in International Finance Case Award at the Financial Management Association Conference. His current research focuses on corporate governance, privatization and corporate social responsibility. His research has been published in the Journal of Financial Economics, the Journal of Accounting Research, the Journal of Accounting and Economics and the Journal of International Business Studies, among others. He has received several research and teaching awards, including the Rising Star Award, and MIB and Finance Professor of the Year Awards.

Email: omrane.guedhami@moore.sc.edu

Moore School Top IB Rankings

- #1 in the undergraduate international business specialty in the survey of ‘America’s Best Colleges’ (U.S. News & World Report)
- #1 MBA program for international business (U.S. News & World Report)
- #1 undergraduate international business program (Bloomberg Businessweek 2013 Best Undergraduate B-School Rankings)
- #2 in the world for international business research (Xu, Poon, Chan, 2014 Management International Review)
GLOBAL SUPPLY CHAIN & OPERATIONS MANAGEMENT

This seminar will examine the important dimensions of managing operations and supply chains in a global context. Emphasis will be placed on identifying and understanding various elements of producing and distributing goods and services across national borders.

In this seminar participants will gain specific knowledge in the following:

- Pedagogical issues in teaching global operations and supply chain management courses – frameworks, issues and class projects
- Strategic assessment and design of supply chains
- Global sourcing strategies
- Analytical tools in global sourcing
- Managing supply and demand uncertainties in global supply chains
- Product development and supply uncertainties in global supply chains
- Distribution strategies and logistics network design for global operations
- Supply chain interactions and value of information
- Global strategic alliances
- Sustainability and global supply chains: Reverse logistics in global operations
- Sustainability and global supply chains: Ethic
- Role of information technology and ERP in managing global supply chains

Participants will gain important tools and support:

- Cases and in-class simulation games that illustrate global operations and supply-chain management
- Expanded syllabi with international course content

MANOJ K. MALHOTRA (Ph.D., The Ohio State University) is a Jeff B. Bates Professor and Chair of the Management Science Department at the Darla Moore School of Business at the University of South Carolina. He is a Fellow of the Decision Sciences Institute and American Production and Inventory Management Society. He has conducted seminars and consulted with several organizations, including Avaya, Cummins, John Deere, Phelps Dodge, Sonoco, Metso Paper, Palmetto Health Richland, UCB Chemicals and Westinghouse, among others. His areas of expertise include process improvement, operations strategy and supply chain management.

Email: malhotra@moore.sc.edu
JAYANTH JAYARAM (Ph.D., Michigan State University) is a Moore Research Fellow and Professor of Management Sciences at the Darla Moore School of Business at the University of South Carolina. His fields of specialization are global supply chain management, sustainable sourcing and global operations strategy. He has received funding for his research on global supply chain management from reputable agencies such as CIBER and the Institute for Supply Management. He serves on the editorial board of several supply chain management journals.

Email: jayaram@moore.sc.edu

“The fact that the instructors are working with major corporations challenged with supply chain issues is a definite strength of the program.”

Devon Hall
Professor
Richmond Community College
NANCY R. BUCHAN (Ph.D., University of Pennsylvania) is Associate Dean of Undergraduate Programs and Associate Professor of International Business in the Sonoco International Business Department at the Darla Moore School of Business. She applies an interdisciplinary research approach first to the study of norms such as fairness, trust, and cooperation in cross-cultural relationships, and second to the investigation of communication and social interaction styles across cultures. She has taught international negotiations, international marketing and cross-cultural communications at the undergraduate, graduate and executive levels and has presented seminars for large (Fortune 100), mid-size and entrepreneurial companies as well as not-for-profit organizations. She teaches in the Executive MBA programs at Monterrey de Technological and the Mediterranean School of Business in Tunisia.

Email: nancy.buchan@moore.sc.edu

INTERNATIONAL MARKETING AND NEGOTIATIONS

INTERNATIONAL MARKETING
This seminar features discussion of international marketing concepts and strategies, pedagogy for teaching international marketing and the design of an international marketing course curriculum.

In this seminar, participants will gain specific knowledge in the following:
- Course structure and evaluation methods for required, elective, undergraduate and graduate international and global marketing courses
- Topical expertise in areas including environmental influences on marketing strategies, standardization versus customization, market development, globalization, and cross-cultural consumer behavior
- Many articles, videos, cases, websites and other examples of informational marketing strategies and tactics for your students
- Tools to incorporate in your class, such as PowerPoint slides, case study guides, sample tests and sample international marketing projects
- A network of colleagues teaching international marketing and business courses across a variety of colleges and courses
HILDY TEEGEN (Ph.D., University of Texas at Austin) is Professor of International Business in the Sonoco International Business Department at the Darla Moore School of Business where she served as Dean from 2007-2013. She was faculty co-leader of the FDIB on International Business Negotiation at Duke University and at George Washington University prior to joining the University of South Carolina. Her research focuses on interactions between firms, NGOs and governments, with a particular focus on the institutional context within which these interactions occur. She serves on the Sustainability Business Advisory Panel to the International Finance Corporation and on the board of the Center for International Private Enterprise.

Email: teegen@moore.sc.edu

INTERNATIONAL MARKETING AND NEGOTIATIONS

INTERNATIONAL BUSINESS NEGOTIATION
Negotiation is key for all international business success. This seminar features in-depth discussion of key theoretical concepts and applied approaches for teaching international business negotiation to a variety of student audiences-- from undergraduates to MBAs to executives.

In this seminar, participants will gain specific knowledge and resources regarding the following:
- Course design for various courses and course modules relevant to international business negotiation
- Topical understanding of foundational concepts in international business negotiation including planning for negotiation, stakeholder identification and analysis, fairness, power, influence, interpersonal communications, personality, and outcome evaluation
- Recommended readings, simulations, video/audio resources and role playing exercises covering a wide range of international business negotiation contexts, industries and geographies
- Presentation and class discussion materials including power points, excel spreadsheets and other rubrics and diagnostic tools valuable in teaching international business negotiation
- A cohort of faculty colleagues teaching international business negotiation courses and course components with whom to collaborate
CONFERENCE & REGISTRATION INFORMATION

LOCATION

The 2015 FDIB program will be held in the Darla Moore School of Business at the University of South Carolina’s main campus in Columbia.

Darla Moore School of Business
University of South Carolina
Daniel-Mickel Center for Executive Education
1705 College Street
Columbia, SC 29208

PROGRAM FEE

$2,150 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, or in lieu of payment, a purchase order or similar authorization may be submitted at time of registration.

International participants may make arrangements to wire transfer fees at the time of registration.

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 May 22, 2015 in order to receive a full refund. Cancellations made after this date, but prior to June 5, 2015, 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
Daniel-Mickel Center for Executive Education
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, all of which are in close proximity to the Darla Moore School of Business. Please ask for the “FDIB Group Rate” when making your reservation.

The Inn at USC
1619 Pendleton Street
Columbia, SC 29201
803.779.7779
www.innatusc.com
FDIB rate: $112/night
Distance: 3/4 mile
Shuttle service available

Courtyard Columbia Downtown @ USC
630 Assembly Street
Columbia, SC 29201
803.799.7800
FDIB Rate: $135/night
Distance: across the street

Hilton Columbia Center
924 Senate Street
Columbia, SC 29201
803.744.7800
FDIB Rate: $134/night
Distance: 1/2 mile

Hampton Inn Downtown
822 Gervais Street
Columbia, SC 29201
803.231.2000
FDIB Rate: $145/night
Distance: 3/4 of a mile

*Please check website often for updated information.

REGISTER NOW at
MOORE.SC.EDU/FDIB