

# FOLKS CENTER FOR INTERNATIONAL BUSINESS

at the Darla Moore School of Business

INTERNATIONAL BUSINESS  
#1  
UNDERGRADUATE AND MBA



South Carolina



“Thanks to the Folks Center, this is the beginning of a long-standing partnership with the University of South Carolina and the Moore School. We recognize that the future is dependent on our ability to engage academic institutions and moreover U.S. students, our future business leaders and policy makers across the United States and the world.”

- Rick Wade, senior vice president, strategic alliances and outreach, U.S. Chamber of Commerce and Folks Center Global Advisory Board member



# A CENTER OF INTERNATIONAL EXCELLENCE

The Folks Center for International Business is the **vibrant hub for global business education, research and leadership** at the University of South Carolina Darla Moore School of Business.

Established in 2015, the Folks Center builds upon the Moore School's 40-year investment in international business, which has resulted in the school holding the **No. 1-ranked programs in international business for more than 20 years** (*U.S. News & World Report*).

The center works closely with **multinational companies, international organizations and academic partners** around the world on international issues that impact business strategy, risk and innovation. The center's distinguished **Global Advisory Board of international executives from around the world** plays a vital role. They help identify ideas and initiatives needed for the future workforce to succeed in a multifaceted, fast-moving marketplace.



## MISSION AND VISION

### OUR MISSION:

To advance leadership and pioneer ideas to help businesses and communities thrive in a complex, interconnected world

### OUR VISION:

To become the most trusted resource for talent, innovative research and insights in international business

**Leadership and pioneering ideas are brought to life through three areas:**

- **Perspectives:** Understanding the world through debate and analysis of key global issues and providing actionable research for the business community
- **Programs:** Innovative and immersive global learning experiences for students
- **Partnerships:** Collaborations where expertise and resources creatively contribute to the development of the International Business program



# PERSPECTIVES

## RESEARCH



The center is uniquely positioned at the forefront of sharing cutting-edge ideas and concepts with business, policy and academic leaders around the world. Research conducted by Moore School faculty, along with the school's global network of more than 80 top business schools, provide a deeper understanding of the contemporary issues in international business, global trade and finance. Our analysis frequently illuminates unexpected disruptions that can bring turbulence to international markets, creating both business risk and opportunity.

The Folks Center engages in collaborative research programs. These initiatives draw inspiration from four priority research themes as identified by Moore School international business faculty:

- 1 Corporate Governance and Global Strategy of Multinational Corporations**
- 2 Innovation, Technology Disruption and Global Competitiveness**
- 3 Business-Government Relations and the Management of Political Risk**
- 4 Ethics and Responsible Global Leadership**

Examples of research programs include the Folks Center Observatory, which forges new types of research partnerships to benefit stakeholders and society, and the International Business Case Writing Lab, which provides strong teaching cases that are lacking in international business education.

## PUBLIC EVENTS

The center regularly hosts **public forums** with distinguished speakers on key issues in international business. These events bring new, significant content to enrich and enhance learning and understanding for university students and the public, promoting different viewpoints and debate. The Folks Center also sponsors important international research seminars geared toward faculty and doctoral students.

## PROGRAMS

The undergraduate IB program leads the way with more than 200 students studying abroad annually at more than 60 top partner destinations. These include specialty cohort programs, language immersion and cross-cultural team projects for much of their university years. Upon graduating, they are accomplished professionals with exceptional analytical and leadership skills combined with international understanding and foreign language fluency. The academic initiatives **focus on innovation** to provide strong preparation for student success in its prestigious degree programs — the undergraduate International Business major, the Master of International Business (MIB), the International MBA (IMBA) and the doctoral program.

The center enhances learning opportunities in a variety of ways. One example is the **International Business Field Lab**. The Field Lab collaborates on projects with partners to provide essential hands-on learning, critical thinking and skills development for students. Companies benefit from valuable insights through the project's development and engagement with highly motivated students.

The undergraduate program leads the way with immersion programs where students spend much of their university years abroad. Upon graduating, they are accomplished professionals with exceptional analytical and leadership skills combined with international understanding and foreign language fluency.

The graduate programs include pioneering double-degree programs at leading universities around the world. Students can earn a second graduate degree at one of 14 international partner schools.



## INTERNATIONAL ACADEMIC AND CORPORATE PARTNERS at the Darla Moore School of Business



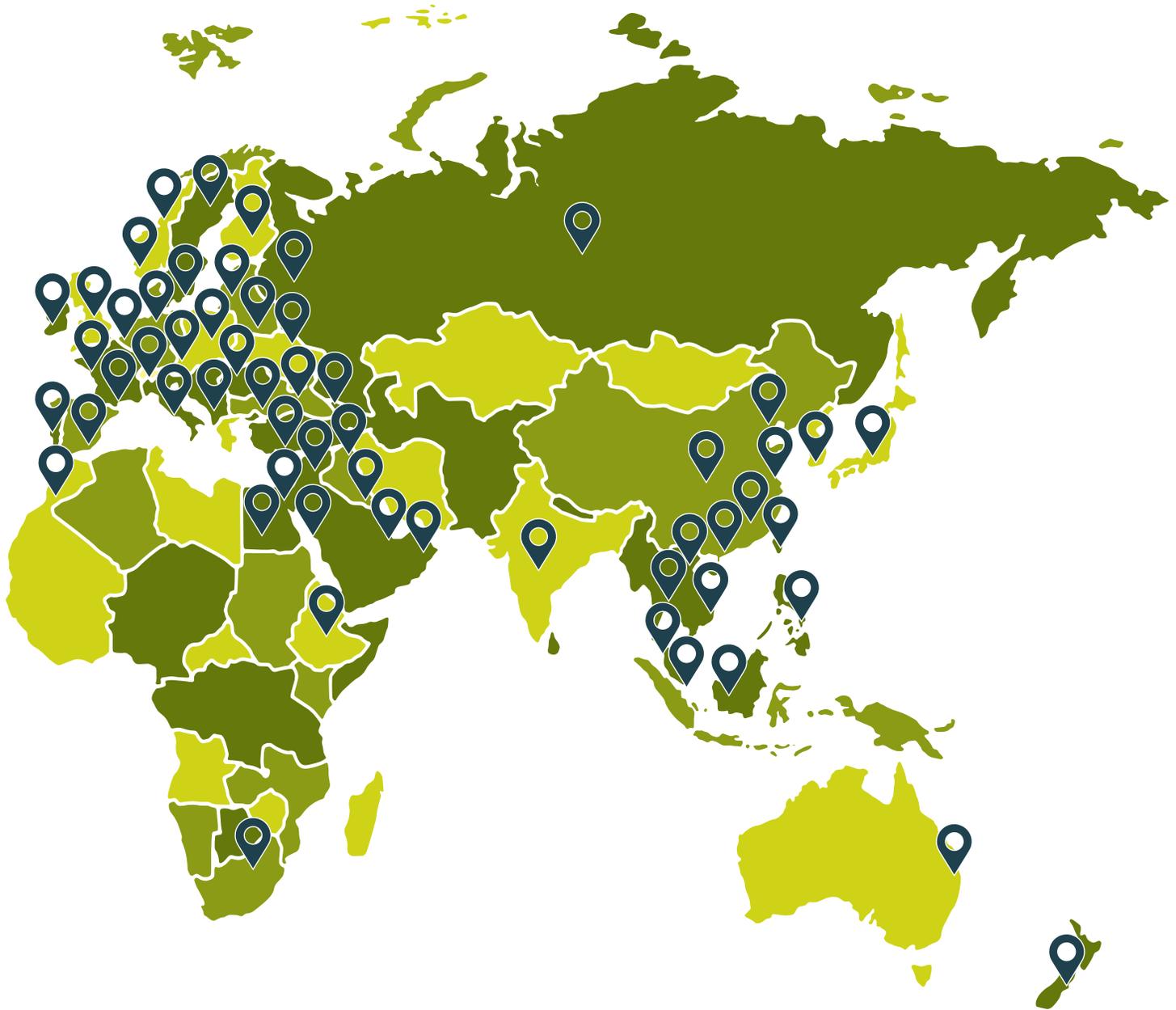
# PARTNERSHIPS

Partnerships are an essential component of the Folks Center — they build lasting relationships with leaders throughout organizations in South Carolina, the U.S., and abroad. These collaborations foster new insights, innovation and expertise as well as increase the pipeline for outstanding international business talent.



## GLOBAL ADVISORY BOARD COMPANIES

- ALSTON & BIRD
- APPLE
- CAPITAL MARKETS ARGENTINA
- CISCO
- CONTINENTAL AUTOMOTIVE
- HILTI NORTH AMERICA
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- K&L GATES
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- NIKKOL GROUP
- POSITEC TOOL CORP
- SONOCO PRODUCTS COMPANY
- SYNGENTA
- UPS INTERNATIONAL
- U.S. CHAMBER OF COMMERCE
- WORLD BANK GROUP



## LEARN HOW YOU OR YOUR COMPANY CAN BE A PART OF THE CENTER



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## PHOTOS

### COVER (world spheres): L to R

- Omrane Guedhami, professor, international business, Darla Moore School of Business
- International Business students in the classroom
- 2019 UPS Global Scholars, UPS executives and Darla Moore School of Business leadership on the steps of the Darla Moore School of Business
- Tatiana Kostova, professor, international business, Darla Moore School of Business
- 2020 Folks Center Forum distinguished speaker Preston Keat, managing director and head of political and country risk, UBS; Topic: *The Biggest Global Risks for 2021*

### PAGE 2: L to R

- 2019 Folks Center Trade Forum with panelists Gerald McDermott, professor, international business, Darla Moore School of Business; John Murphy, senior vice president for international policy, U.S. Chamber of Commerce; Wendy Cutler, vice president and managing director, Asia Society Policy Institute; George Jurch III, general counsel, Global Expert Teams and the Americas, Continental Automotive; Jim Barber, chief operating officer, UPS
- Students with Marc van Essen, chair, Sonoco International Business Department, Darla Moore School of Business
- 2018 visit of international business faculty and students to Apple offices in Beijing, hosted by Brian Lu, vice president and general manager, Apple Asia and Folks Center Global Advisory Board member
- 2018 Frontiers in IB Research Conference hosted by the Sonoco International Business Department; Richard Doner, professor emeritus, political science, Emory University and Hildy Teegen, professor, international business and former dean, Darla Moore School of Business; Topic: International Business in an Era of Institutional Disruption
- 2017 Reception for Korea Electric Power Corporation (KEPCO) executives participating in a Moore School-Chonnam National University partnership; Nancy Buchan, associate professor, international business, Darla Moore School of Business and Sung-Hee Park, clinical associate professor, management science, Darla Moore School of Business

### PAGE 4: L to R

- Carlos Cueto, 2018 Master of International Business alum from the Darla Moore School of Business and UPS employee with Jim Barber, chief operating officer, UPS and Eduardo Martinez, president, The UPS Foundation and chief diversity and inclusion officer in the Moore School's Sonoco Pavilion

### PAGE 5: L to R

- 2017 visit of former Tunisian president Dr. Moncef Marzouki to the Darla Moore School of Business. L to R: Former South Carolina Gov. James H. Hodges and chair, Folks Center Global Advisory Board; Peggy McMaster, First Lady of South Carolina; [unknown]; W. Randolph Folks, distinguished professor emeritus, international business, Darla Moore School of Business and chair emeritus of the Folks Center Global Advisory Board; Peter J. Brews, dean, Darla Moore School of Business; South Carolina Governor Henry D. McMaster
- 2021 Folks Center Forum distinguished speaker Eleanor Beardsley, NPR's Paris correspondent and 1991 Darla Moore School of Business alum (Master of International Business Studies); Topic: *The Politics of COVID-19 in the EU: Notes from the Front Line*
- 2017 Folks Center Forum distinguished speaker Bill Browder, founder and CEO of Hermitage Capital Management; Topic: *Corruption in International Business: The Case of Russia*
- Meeting of the Folks Center Global Advisory Board at the Darla Moore School of Business



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