PMBA 8303: Global Business Study Tour: January 2016
CUBA: CULTURE, BUSINESS AND SPORTS

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PMBA 8303: Global Business Study Tour is a three credit, graduate global business elective. This course is a Spring 2016 course but the required meetings and coursework will be completed during the Fall 2015 semester. The travel component of the course will consist of eight days in January of 2016. In addition, there will be a post-departure class meeting, a research paper and an assignment due at the end of the Spring 2016 semester.

This global business study tour will focus on the culture, politics, economy, business and sports of Cuba.

The study tour will consist of visits to cultural sites, businesses and sports venues and events in Cuba. The Fall 2015 pre-departure classes will consist of reading assignments, class presentations, and written assignments. The travel component of the course requires you to keep a journal and submit a final paper based on the site visits. The post-departure class will be a debriefing session, discussion of our experiences, and study tour assessment

Course Objectives:

1. To develop an understanding of the culture, politics and economy of Cuba.
2. To understand the growth of private enterprise in Cuba.
3. To understand the political and economic relationship between the United State and Cuba.
4. To understand the role sports plays in Cuba.

Course Requirements: The course is divided into the following parts:

1) Pre-departure classes during the Fall 2015 semester.
2) Travel component.
3) Post-departure class.
4) A journal that records site visits.
5) Written assignment due at the end of the Spring 2016 semester.
6) Research paper due at the end of Spring 2016 semester.

Class meeting Dates: Class will meet from 5:30 PM to 8:30 PM on five Fridays in the Fall semester.
## Class Meetings and Assignments

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<tr>
<th>Meeting</th>
<th>Topics</th>
<th>Assignments</th>
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| 1       | Traveling to Cuba: What to Expect  
Travel Policies  
Travel Documents  
Review of itinerary  
Review of presentations, readings, and assignments |  |
| 2       | History of the Caribbean and Cuba | **Presentation: Group 1** |
| 3       | Cuban Culture: Food, music, dance, authors, architecture | **Presentation: Group 2** |
| 4       | Politics and economy of Cuba | **Presentation: Group 3** |
| 5       | Sports in Cuba; Final preparations for travel | **Presentation: Group 4** |

See attached itinerary for cultural, business and sports site visits

**Course Materials:** Trading with the Enemy, A Yankee Travels Through Castro’s Cuba, Miller, Tom  
Cuba: What Everyone Needs to Know; Sweig, Julia  
Current articles about recent developments in U.S./Cuba relations.

**Student evaluation:**
Pre-departure assignments and class presentations (20%); attendance and participation at site and cultural visits (20%); daily journal (20%); research paper (20%); and final assignment (20%). Your grade for the course will drop one entire letter grade for each absence from a scheduled activity or site visit.

**FINAL PROJECT:**

This is an EXAMPLE of questions you might be asked in connection with your final project/paper.

Answer the following three questions. The questions are equally weighted. Your answer to each question should be a minimum of three pages (a total of nine pages) typed and double spaced. Your work should be your own. Do not discuss or consult with any other student. You may do any research you believe necessary. However, all sources should be properly documented with appropriate citations. Plagiarism will not be tolerated and will result in a grade of "F" for the course.

1. Discuss how Cuban politics and culture influence the role of sports in Cuba.

2. Discuss in detail how the culture, history, and economy of Cuba impact the country’s efforts for a renewed relationship with the United States. Provide examples to support your discussion above.

3. Discuss in detail the similarities and differences between the United States and Cuba. Provide examples to support your discussion above.

**KEEPING A JOURNAL**

Below are some guidelines for your journal. Remember that your journal, personal reflection report and site visit questionnaires will comprise 25% of your final grade. Take time each day to write in your journal; otherwise, the task may become too overwhelming.

You will be a participant/observer in four areas. What do you see going on? How are the people dressed? Are people friendly to strangers? How do people interact? Notice the architecture, the way the streets are laid out, the traffic patterns, and the natural environment. Would you be comfortable as an American studying or working here? Are there issues with the language?

As we drive and walk around, keep an eye out for evidence of globalization in terms of familiar brands of products and services. What global brands do you observe? Does the presence, or lack thereof, of global brands surprise you – why or why not?
1. At the end of your visit in each location…

- How did you spend your free time? Do you feel that you got to know the place?
- How did being here enrich your understanding of the culture and sports of Cuba?
- What was your opinion of the food, the hotels, and the transportation?
- Would you like to visit these places again? Why or why not?

At the end of the trip…

- How do Cuban citizens view their relationship with Americans?
- How did it feel to be an American in another country?

**RESEARCH PAPER**

A research paper on a topic of your choosing is due at the end of the Spring 2016 semester. The topic must be related to the study tour and must be approved by the course instructors on or before February 15, 2016. The research paper should be a minimum of fifteen pages and all sources must be properly documented.