CUBA: OPPORTUNITIES & RISKS FOR U.S. BUSINESS

Sponsored by the Robinson College of Business & Institute of International Business

Spring Break Study Abroad Program
March 12-18, 2017
Program Directors
Dr. Evaristo Doria: edoria@gsu.edu
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Program Description

This course explores the political, economic, and socio-cultural environment that affects business practices, as well as the associated business opportunities in Cuba as a result of the potential gradual normalization of the relations between Cuba and the U.S.

The focus of the course, which includes class sessions at GSU and a study abroad in Cuba, is to learn about:

- Quick win business opportunities: travel, tourism, telecom, financial services, and food industries.
- Longer - term prospects: construction and real state, energy production and mining, manufacturing and retail, pharmaceuticals and biotechnology, and agriculture.
- The political and economic risks and hurdles: An analysis of what could speed up-or derail- progress in relations.

The use of cases, articles, book chapters and videos to introduce the key theories and concepts will be supplemented by a study abroad component where students will witness and experience first-hand institutional and cultural differences, and learn how to operate effectively with a maximally different environment.

Company visits will allow the students to critically assess the nature of the private-public sector interactions and contrast these to those in place in the U.S.

Accommodations

The participants will stay in private family homes (shared rooms) in La Havana, Cuba or at three star hotels (shared rooms) in La Havana - based on availability.

Application Deadline: October 31, 2016

Application Information

The program is open to undergraduate and graduate students who meet all academic requirements of the Georgia State University J. Mack Robinson College of Business. Program size is limited and participation is contingent upon acceptance by the Program Director.

Transient Students: please see the Transient Student tab on the How to Apply page on our website: mystudyabroad.gsu.edu/prospective/how-to-apply

International students at Georgia State who hold F-1 visas must contact the Office of International Students and Scholar Services at (404) 413-2070 to discuss possible implications of study abroad for their immigration status.
TENTATIVE PROGRAM ITINERARY

Atlanta, GA

Feb. 10: On Campus Session
Feb. 17: On Campus Session
Feb. 24: On Campus Session
Mar. 3: On Campus Session
March 12: Departure from Miami and arrival in Cuba

Havana, Cuba

Mar. 13: Meeting with Cuba Foreign Trade and Investment people, meeting with Economists and Business representatives from University of La Havana, Presentation of the SOL MELIA hotel product in Cuba, Bus tour of Modern Havana

Mar. 14: Meeting with individuals from the American Embassy and visit to the Mariel Special Development Zone

Mar. 15: Day for meetings with local entrepreneurs

Mar. 16: Day for meetings with Joint Venture Executives

Mar. 17: Reflection learning activities and farewell dinner at local restaurant.

Mar. 18: Mid-day check out and transfer to airport

Courses and Credits

Participants who successfully complete the program’s Study Abroad in Cuba course will receive (3) semester hours of course credit at Georgia State University. Undergraduate students should register for (course IB 4410) and graduate students should register for (IB 8410). Students from other institutions should follow their institution’s regulations concerning transfer credits.

Program Cost

Program cost may vary at any time according to currency fluctuations and changing travel arrangements. The program cost is tentatively set at $2,700, PLUS regular Georgia State University tuition and fees. Non-resident/out-of-state students will pay in-state tuition plus a $250 fee in addition to the program cost. For more information on what the program cost does and does not include, please visit:

(website coming soon!)

Payment Schedule

October 31: $300 Deposit with program application
November 16: $700 with student acceptance
January 9: Remaining Balance
All payments are non-refundable upon receipt

Spring Break Early Decision Discount

The first 9 students who apply and are accepted to the program (paying their $300 applicant fee by October 31, 2016) will receive a $1000 early decision discount. If an applicant misses the early decision discount (application submissions are time-stamped), they will be refunded their deposit within 7 business days should they choose not to participate at the full program price. Note: Transient students are not eligible for this discount.

Program Director Contact Information

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Visit (website coming soon!) for more information!