

Business and Society in 21st Century **Cuba**: Continuity and Change



Tentative Travel Dates:

May 11-18, 2018

Application Deadline: December 1, 2017

Three Credits:

MGT 3954 or MGT 5954 Study Abroad

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Costs:

Program fee is \$3,700, which includes Airfare, Lodging, and some meals. Estimated total costs will be \$4,085 for both in-state and out-of-state.



 **VirginiaTech**
Pamplin College of Business

Website: <http://international.pamplin.vt.edu/study-abroad-programs/cuba.html>

BENEFITS OF THIS PROGRAM

- ◆ Experience learning outside of the traditional classroom
- ◆ Nationally, 75% of students believe study abroad improved their chances of getting a job
- ◆ Explore the world while still being a Virginia Tech student
- ◆ Expand your world view and gain cultural competency
- ◆ Gain insight into the emerging private business environment in a post-Fidel Cuba

PROGRAM FEATURES

- ◆ Focus on small businesses and entrepreneurship
- ◆ Based in Havana with visits to Matanzas and Viñales (two of the island's nine UNESCO World Heritage Sites)
- ◆ Participate in a service-learning beach project
- ◆ Follow the supply chain of an emerging bamboo business, from harvest, treatment, design, assembly, promotion and sales
- ◆ Visit the only non-state business program operating in Cuba under the aegis of the Roman Catholic Church
- ◆ Stay in vetted Cuban family B&Bs located in the UNESCO site of Old Havana
- ◆ Explore the competitive advantages of both state- and privately-run business that operate in two currencies, neither of which can be used off the island
- ◆ Witness the trade-offs in state-sponsored gentrification and the trade-offs it has between retailing oriented towards tourists and the struggle to satisfy domestic consumption

PROGRAM DEADLINES

- ◆ Application deadline: December 1st. Apply early as space in this program is limited
- ◆ Nonrefundable deposit of \$500 required upon acceptance to program
- ◆ Full payment deadline: December 10th