

**PEPPERDINE UNIVERSITY**  
Graziadio School of Business and Management

**OVERVIEW**

**GSBM 692.1S: GLOBAL BUSINESS STUDY TOUR— DOING BUSINESS IN DEVELOPING NATIONS**

Kingston, Jamaica: Sunday, December 12, to Saturday, December 18, 2010

Pre-Departure Meeting: Saturday, November 6, 10:00 a.m. – 3:30 p.m., West LA Graduate Campus

*Dr. Maggi Phillips, Associate Professor of International Business*

*Dr. Andrea Scott, Assistant Professor of Marketing*

**Why Study in Jamaica?** Because developing nations are *the* markets of the 21st Century. As a global business leader, knowledge of and access to these emerging markets will give you and your organization a distinctive competitive advantage. The Caribbean, with its many developing nations from a variety of cultural traditions, offers unique opportunities for both trade and investment due to geographic proximity, workforce language and skill sets, and managerial expertise. However, to be successful within these emerging business contexts, it is important to understand key challenges facing business development in these nations, i.e., the turbulent business environment, the precarious balance between the private and public sectors, and, most critically, the underpinning need to invigorate economies historically embedded in poverty and violence. On this Study Tour in the capital city of Kingston, we will consider the ingenuity and fortitude demonstrated by the small, but determined country of Jamaica to tackle the socio-political and economic forces that impede organizational success. As we do so, we uncover lessons in managing limited resources that can inform organizations encountering unexpected and extended periods of economic difficulty and that can stimulate creativity in leaders of organizations worldwide.

**This Global Business Study Tour will expose you to Jamaican organizations and allow you to learn directly from business leaders, public sector officials, academic experts, and experienced practitioners in such industries as:**

- consumer products;
- publishing;
- export manufacturing;
- agricultural production;
- banking and financial services;
- tourism.

**You will gain an understanding of issues unique to developing nations like Jamaica, such as:**

- models for large, medium, small, and micro enterprise creation;
- political, economic, social, and environmental impacts on business development;
- the vibrant interchange between the private and public sectors;
- responsible business activities toward lessening the social consequences of poverty and violence;
- the critical role of servant/leaders in motivating business development and social change;
- the effect of technology and global information exchange upon economic development and the competitive environment;
- labor relations and processes of human resource management;
- cross-cultural management in post-colonial and multi-national contexts.

**Among the many experiences planned for you on this Study Tour will be special opportunities to:**

- interact with some of the leading business practitioners in the Caribbean, including several prominent Pepperdine alumni;
- consult with U.S. economic advisors and diplomats regarding challenges and opportunities in Jamaica for American business;
- tour the production facilities of several global conglomerates headquartered in the Caribbean, and visit a rural agricultural facility producing products for international distribution;
- dialogue with founders of entrepreneurial ventures “incubating” in the University of Technology’s well-respected *Technology Innovation Centre*;
- study socially responsible business regeneration practices and visit enterprise development zones;
- contribute reflections of your experience in Jamaica for possible publication in *The Gleaner*, Jamaica’s leading newspaper;
- visit the training field of the World Champion and Olympic Gold Medal-winning Jamaican track athletes.

**Course assignments will include:**

- *individual* preparation of a brief personal reflection on your Study Tour experience & your readiness to manage in a developing nation;
- *class* preparation of a “culture scan” of the Jamaican business culture you encountered during the Study Tour;
- *team* preparation of a “pecha kucha” — 20 compelling visual images, each shown for 20 seconds and accompanied by thoughtful commentary, conveying the essence of your newly-acquired knowledge from your Study Tour experience.