

**PRELIMINARY SCHEDULE**  
**Pepperdine University Graziadio School of Business and Management**  
**MBA STUDY TOUR TO JAMAICA, APRIL 26 – MAY 1, 2009**  
 [MBAM 688.1T: *DOING BUSINESS IN DEVELOPING NATIONS*]

**Pre-departure Meeting** — Saturday, March 28, 10:00 am to 2:30 pm — *attendance required*

	Activities & Speakers [*proposed/**confirmed]	Topics	Date / Location	Host
	Introduction to class members and to course content  <u>Speaker</u> **Hon. Glen Holden, Former Ambassador to Jamaica (Member, Pepperdine Board of Regents; Hon. EdD, Pepperdine GSEP)	<ul style="list-style-type: none"> <li>▪ Introduction               <ul style="list-style-type: none"> <li>• to doing business in developing nations</li> <li>• to Jamaica</li> <li>• to Study Tour</li> <li>• to MBAM 688 course requirements</li> <li>• to participants</li> </ul> </li> <li>▪ Study Tour overview and logistics</li> <li>▪ cultural orientation</li> <li>▪ learn Culture Scan process</li> </ul>	To be held Saturday, March 28, 2009, 10 am – 2:30 pm  Pepperdine University, West Los Angeles Campus;	Faculty: Dr. Maggi Phillips Dr. Andrea Scott  Staff: Debbie Durio-Taylor

**Sunday, April 26:**

*Introduction to Jamaican history & culture*

	Activities & Speakers [*proposed/**confirmed]	Topics	Date / Location	Host
AM PM	Arrival and check-in		Courtleigh Hotel, New Kingston	
EVE:	4:30 pm **Tour of Devon House  6:00 pm Welcome from our hosts: **Mr. Morin Seymour, Exec. Dir., Kingston Restoration Corp. & Pepperdine GSBM Distinguished Alumnus and **Mr. Vayden McMorris, Founding Partner, McMorris Sibley Robinson Architects, and Former Chair, Victoria Mutual Building Society Dinner with hosts and Jamaican Pepperdine Alumni		Grog Shoppe Restaurant, Devon House Patio	

## Monday, April 27:

*Economic, social, and political context of business development in the Caribbean & Jamaica  
Building and sustaining enterprises during national and industrial transition  
Introduction to The Gleaner Company (oldest/largest news publisher in English-speaking Caribbean)*

	<b>Activities &amp; Speakers</b> [*proposed/**confirmed]	<b>Topics</b>	<b>Date / Location</b>	<b>Host</b>
AM	8 am – 2 pm <b>Speakers:</b> <ul style="list-style-type: none"> <li>▪ **Hon. Oliver Clarke, Chairman &amp; Managing Director, The Gleaner Company;</li> <li>▪ *Dr John Rapley, Caribbean Policy Research Institute</li> </ul> <u>Tour of Gleaner Company and printing press</u> (during print run of <i>The Star</i> )  Luncheon  <b>Speakers:</b> <ul style="list-style-type: none"> <li>▪ **Christopher Barnes, Deputy Managing Director, The Gleaner Company</li> <li>▪ **Rep. from Jamaica National Building Society</li> <li>▪ **Rep. from PALS</li> </ul>	<ul style="list-style-type: none"> <li>▪ introduction of Jamaican/Caribbean economic, political, social, historical context;</li> <li>▪ how this context shapes business opportunities, development, &amp; practices</li> <li>▪ history &amp; development of <i>The Gleaner</i></li>   <li>▪ strategies for business development &amp; sustainability</li> <li>▪ small business financing</li> <li>▪ impact of poverty &amp; violence; reinvigorating violence-prone areas for industrial development</li> <li>▪ social responsibility as requisite business objective</li> </ul>	The Gleaner Company Board Room and plant, downtown Kingston	Hon. Oliver Clarke
PM	3 pm Briefing by State Dept. officials at U.S. Embassy: <ul style="list-style-type: none"> <li>▪ **Nathan Carter, Economic Officer</li> <li>▪ **Elvis James, Econ. Specialist</li> </ul>	<ul style="list-style-type: none"> <li>▪ economic conditions — challenges and opportunities in Jamaica</li> <li>▪ how U.S. Embassy can assist private sector</li> </ul>	U.S. Embassy Multi-Purpose Room	U.S. Public Information Office
EVE:	Dinner on own			

## Tuesday, April 28:

*Enterprise development in Jamaica — the role of the private sector  
Investment strategies and alliance opportunities in Jamaica and the Caribbean  
National and international markets for Jamaican products and services  
Introduction to GraceKennedy Ltd. (multinational consumer products and services conglomerate)*

	<b>Activities &amp; Speakers</b> [*proposed/**confirmed]	<b>Topics</b>	<b>Date / Location</b>	<b>Host</b>
AM	7:30 am — Breakfast 8:00 am — <b>Speakers:</b> <ul style="list-style-type: none"> <li>▪ **Moderator: Morin Seymour, Exec. Dir., Kingston Restoration Corp. &amp; Pepperdine GSBM Distinguished Alumnus</li> <li>▪ *Rep. from Jamaica Chamber of Commerce</li> <li>▪ *Rep. from Private Sector Organization of Jamaica</li> <li>▪ *Stephen Facey, CEO, Pan Jamaican Investment Trust</li> </ul>	<ul style="list-style-type: none"> <li>▪ private sector activities in Jamaica &amp; Caribbean region</li> <li>▪ public-private sector interface</li> <li>▪ investment opportunities and strategies</li> <li>▪ vision for Jamaica's business future, including downtown financial center</li> <li>▪ leadership challenges in Jamaican organizations</li> </ul>	Somerset Suite, Courtleigh Hotel, New Kingston	Mr. Morin Seymour
	Lunch — TBA			
PM	**GraceKennedy Ltd. — Panel of Speakers and tour of food processing facility	<ul style="list-style-type: none"> <li>▪ large enterprise development &amp; management</li> <li>▪ consumer products &amp; services</li> <li>▪ global marketing challenges</li> <li>▪ role of business in downtown renewal</li> </ul>	GraceKennedy HQ	
EVE:	Dinner on own			

### Wednesday, April 29:

*Jamaica branding and global competition  
Agricultural and environmental stewardship in developing nations  
Labor relations and human resource management  
Introduction to Mavis Bank Coffee Factory (processing center for Jamaica Blue Mountain Coffee)*

	<b>Activities &amp; Speakers</b> [*proposed/**confirmed]	<b>Topics</b>	<b>Date / Location</b>	<b>Host</b>
AM	9 am Bus to Mavis Bank  10 am *Mavis Bank Coffee Factory— tour & meeting with executives Speakers include: *Senator Norman Grant, Managing Director & CEO, MBCF, and Pres. Jamaica Agriculture Association	<ul style="list-style-type: none"> <li>▪ marketing strategy</li> <li>▪ Jamaica branding of world-renown luxury good</li> <li>▪ dynamics of agriculturally-/community-based business</li> <li>▪ diversification and leverage strategies</li> <li>▪ impact of economic climate and exchange rate volatility</li> <li>▪ environmental issues</li> <li>▪ writing the “Mavis Bank Case”</li> </ul>	Mavis Bank Coffee Factory	Senator Norman Grant
PM	Return to hotel; Lunch on own; Afternoon free			
EVE:	7-9 pm Dinner and conversation with: <ul style="list-style-type: none"> <li>▪ *Senator Dwight Nelson, former Pres., Jamaica Confederation of Trade Unions</li> <li>▪ *Dr. Errol Holmes, former HR VP, SuperClubs</li> </ul>	<ul style="list-style-type: none"> <li>▪ leadership challenges in Jamaican organizations</li> <li>▪ international human resource management</li> <li>▪ industrial relations in Jamaica — history and current practice</li> <li>▪ cross-cultural issues in management</li> </ul>	Somerset Suite, Courtleigh Hotel, New Kingston	

### Thursday, April 30:

*Fostering new enterprises in developing nations —  
foreign direct investment, entrepreneurial activities, and business incubation  
Impact of technology and global information exchange upon business development  
Visit to the University of Technology, Jamaica, and campus centers of excellence*

	<b>Activities &amp; Speakers</b> [*proposed/**confirmed]	<b>Topics</b>	<b>Date / Location</b>	<b>Host</b>
AM	9:30 – 11:30 am: Panel of Speakers: <ul style="list-style-type: none"> <li>▪ *Dr. Rosalea Hamilton, VP, Development, UTech, &amp; Chair, Entrepreneurship &amp; Development, Technology Innovation Centre</li> <li>▪ *Rep from Jamaica Trade &amp; Invest</li> <li>▪ *Rep. from Jamaica Business Development Corp.</li> </ul>	<ul style="list-style-type: none"> <li>▪ foreign direct investment</li> <li>▪ new business and alliance opportunities in developing nations — small/medium/micro</li> <li>▪ impact of technology &amp; global information exchange on business development</li> </ul>	University of Technology, Jamaica	<ul style="list-style-type: none"> <li>▪ Host: Dr. Gossett Oliver, VP, Graduate Studies, Research, &amp; Entrepreneurship, UTech, Jamaica</li> <li>▪ Sponsor: The School of Graduate Studies, Research, &amp; Entrepreneurship, University of Technology</li> </ul>
PM	12 Noon **Lunch at Lillian’s (Restaurant of Culinary Arts Training Centre of School of Hospitality & Tourism Mgt., UTech)  1:00 pm **Tour of Technology Innovation Centre (TIC)  2:00 – 3:30 pm **Student teams interact with members of TIC incubator tenant businesses  3:30 – 4:30 pm Wrap-up and integrative discussion	<ul style="list-style-type: none"> <li>▪ issues and processes of new business development <ul style="list-style-type: none"> <li>• in Jamaica</li> <li>• for small/med IP-based business</li> <li>• for micro-business</li> </ul> </li> <li>▪ small group dialogue re: key challenges &amp; dilemmas in developing new businesses</li> </ul>	UTech campus           Technology Innovation Centre (business incubator)	
EVE:	7:00 p.m. **Dinner, with guests and hosts		Red Bones Blues Café	Evan & Betsy Williams, Owners

**Friday, May 1:**

*Closing debrief and discussion  
Planning for future activity*

	<b>Activities &amp; Speakers</b> [*proposed/**confirmed]	<b>Topics</b>	<b>Date / Location</b>	<b>Host</b>
AM	9 – 11:30 am: Debrief & discussion facilitated by <ul style="list-style-type: none"> <li>▪ ** GSBM faculty               <ul style="list-style-type: none"> <li>• Dr. Maggi Phillips</li> <li>• Dr. Andrea Scott</li> </ul> </li> <li>▪ **U.S. Embassy economic officers               <ul style="list-style-type: none"> <li>• Nathan Carter</li> <li>• Elvis James</li> </ul> </li> </ul> 11:30 am Return to hotel for check out. Departure from Jamaica, or weekend on own.	<ul style="list-style-type: none"> <li>▪ questions, comments, observations, insights, reflections, conclusions;</li> <li>▪ clarification of post-tour course assignments;</li> <li>▪ final shaping of team paper topics</li> </ul>	U.S. Embassy Multi-Purpose Room	U.S. Embassy Public Information Office