

DRAFT SCHEDULE (SUBJECT TO CHANGE)
Pepperdine University Graziadio School of Business and Management
MBA STUDY TOUR TO JAMAICA, DECEMBER 12 -18, 2010
COURSE: GSBM 692 — DOING BUSINESS IN DEVELOPING NATIONS

Pre-Departure Meeting Saturday, November 6 10:00 am – 3:30 pm			
	Activities & Speakers [*confirmed/**invited]	Topics	Location & Background Information
	Introduction to class members and to course content <u>Welcome from Jamaica (via SKYPE):</u> *Morin Seymour Exec. Dir., Kingston Restoration Corp. & Pepperdine GSBM Distinguished Alumnus *Claire Sutherland University of Technology, Jamaica; EdD Candidate, Pepperdine GSEP	<ul style="list-style-type: none"> ▪ Introduction <ul style="list-style-type: none"> • to doing business in developing nations • to Jamaica • to participants ▪ Study Tour overview and logistics ▪ OTMT 692 course requirements ▪ cultural orientation ▪ learn & practice Culture Scan process 	Pepperdine University, West Los Angeles Campus; Classroom <i>tha</i>

Program Staff:

Faculty: Dr. Maggi Phillips, Associate Professor of International Business, Graziadio School, Pepperdine University
 Dr. Andrea Scott, Assistant Professor of Marketing, Graziadio, Pepperdine University

Sponsor: Mr. Morin Seymour, Executive Director, Kingston Restoration Corporation, and Pepperdine Graziadio School Distinguished Alumnus

Coordinator: Ms. Claire Sutherland, Ed.D. Candidate, GSEP, Pepperdine University

Administrator: Ms. Alisa Lopez, Director, Global Programs, Graziadio School, Pepperdine University

For Jamaica map with all Study Tour locations noted, see:

<http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=104106669470666916097.000488b6f8d110c97a543&ll=18.312811,-76.712036&spn=1.574875,2.719116&t=h&z=9>

Sunday, December 12		➤ <i>Arrival</i> ➤ <i>Opening dinner, welcome, and introductions</i>	
	Activities & Speakers [*confirmed/**invited]	Topics	Location & Background Information
AM	Arrival in Kingston Check into Courtleigh Hotel		Special weekend rates available to Pepperdine students arriving in advance of program at Holiday Inn Sunspree Resort, Montego Bay. Courtleigh Hotel and Suites 85 Knutsford Blvd., New Kingston www.courtleigh.com/08/index.php
PM	Afternoon on own		
EVE:	6:30 pm — Opening Dinner Welcome from: *Mr. Morin Seymour, Executive Director, Kingston Restoration Corp, and Pepperdine Graziadio School Distinguished Alumnus *Clare Sutherland, University of Technology, Jamaica, and EdD Candidate, Pepperdine GSEP	Guests include: <ul style="list-style-type: none"> ▪ including Jamaican Pepperdine Alumni ▪ Five University of Technology MBA Students invited to meet & align with a team @ Sunday dinner, to work with teams all-day Thursday at events @ UTech/TIC, to join Friday dinner @ Redbones, and to meet informally in the evenings during the week as they and the teams wish. 	*Garden Terrace at Courtleigh Hotel

Monday, December 13		➤ <i>Economic, social, and political context of business development in the Caribbean & Jamaica</i> ➤ <i>Building and sustaining enterprises during national and industrial transition</i> ➤ <i>Introduction to The Gleaner Company (oldest/largest news publisher in English-speaking Caribbean)</i>	
	Activities & Speakers [*confirmed/**invited]	Topics	Location & Background Information
AM	7:30 am — Bus to Gleaner Company 8:00 am – 2:00 pm Welcome at <u>The Gleaner Company</u> : *Hon. Oliver Clarke, Chairman & Managing Director <u>Tour of Gleaner Company and printing press</u> (during print run of <i>The Star</i>) *Ian Roxburgh, Print & Plant Mgr. <u>Speakers:</u> *Christopher Barnes, Deputy Managing Director *Shena Stubbs, Legal Advisor **Greg Christie, Contractor General of Jamaica **Hon. Dr. Peter Phillips, Member of Parliament Luncheon	<ul style="list-style-type: none"> ▪ introduction of Jamaican/Caribbean economic, political, social, historical context; ▪ how this context shapes business opportunities, development, & practices ▪ history & development of <i>The Gleaner</i> ▪ tour: process of newspaper prep & print run ▪ impact of poverty & violence; reinvigorating violence-prone areas for industrial development ▪ social responsibility as requisite business objective 	*The Gleaner Company, Board Room and plant, 7 North Street, Kingston www.jamaica-gleaner.com/gleaner/about/ and see newspaper at: www.jamaica-gleaner.com/ Mr. Greg Christie: http://cg.gov.jm/cg/media_stories.pdf Dr. Peter Phillips: http://www.youtube.com/watch?v=LSggYXhRRR4&NR=1 http://www.youtube.com/watch?v=G2q5WsSbhLw&feature=related
PM	2:00 pm – Bus to U.S. Embassy & check-in 3:00 – 5:15 pm — U.S. Embassy Briefing by State Dept. officials: *Nathan Carter, Economic Officer *Elvis James, Economic Specialist 5:30 pm — Bus to Courtleigh Hotel	<ul style="list-style-type: none"> ▪ economic conditions — challenges and opportunities in Jamaica ▪ how U.S. Embassy can assist private sector 	U.S. Embassy Multi-Purpose Room http://kingston.usembassy.gov www.state.gov/r/pa/ei/bgn/2032.htm
EVE:	Dinner on own		

Tuesday, December 14		<ul style="list-style-type: none"> ➤ <i>Enterprise development and urban renewal in Jamaica — the role of the private sector</i> ➤ <i>Investment strategies and alliance opportunities in Jamaica and the Caribbean</i> ➤ <i>National and international markets for Jamaican products and services</i> ➤ <i>Introduction to GraceKennedy Ltd. (multinational consumer products and services conglomerate)</i> 	
	Activities & Speakers <i>[*confirmed/**invited]</i>	Topics	Location & Background Information
AM	8:30 pm — Bus to Kingston Restoration Corp. 9:00 – 11:00 am — <u>Panel Session</u> *Morin Seymour, Exec. Dir., Kingston Restoration Corp. & Pepperdine GSBM Distinguished Alumnus *Becky Stockhausen, Exec. Dir., American Chamber of Commerce of Jamaica **Francis Kennedy, Chair, Kingston City Centre Improvement Co., & V.P., Jamaica Chamber of Commerce 11:00 am Walking tour of restored Kingston downtown; Walk to GraceKennedy HQ, Harbour Street	<ul style="list-style-type: none"> ▪ private sector activities in Jamaica & Caribbean region ▪ public-private sector interface ▪ U.S. investment opportunities and strategies ▪ urban renewal ▪ vision for Jamaica’s business future, including downtown financial center ▪ leadership challenges in Jamaican organizations 	Kingston Restoration Corp: http://kingstonrestoration.com/index.php American Chamber: www.amchamjamaica.org Jamaican Chamber: www.jamaicachamber.org.jm Public Sector Organization: www.psoj.org/?q=about
PM	12:30 pm — <u>Welcome at GraceKennedy Ltd.</u> **Hon. Douglas Orane, Chairman & CEO Luncheon 1:00 pm — Overview of GK Foods & GK Investments 2:00 pm — Depart for GraceKennedy factory tour 5:00 pm (approx.) Bus to Courtleigh Hotel	<ul style="list-style-type: none"> ▪ large enterprise development & management ▪ consumer products & services ▪ global marketing challenges ▪ role of business in downtown renewal 	GraceKennedy Head Office 73 Harbour Street, Kingston www.gracekennedy.com/GRACE/
EVE:	Dinner on own		

Wednesday, December 15		<ul style="list-style-type: none"> ➤ <i>Jamaica branding and global competition</i> ➤ <i>Role of tourism industry</i> ➤ <i>Agricultural and environmental stewardship in developing nations</i> ➤ <i>Labor relations and human resource management</i> ➤ <i>Introduction to WalkersWood, Cool Corporation, and North Shore tourism industry</i> 	
	Activities & Speakers <i>[*confirmed/**invited]</i>	Topics	Location & Background Information
AM	8:00 am — Bus to Ocho Rios 10 am – 12 noon: *WalkersWood Caribbean Foods *tour of rural spice and sauce production facility *meeting with Jason Garbutt, General Manager	<ul style="list-style-type: none"> ▪ marketing strategy ▪ Jamaica branding ▪ dynamics of agriculturally-/community-based business ▪ diversification & leverage strategies ▪ impact of economic climate & exchange rate volatility ▪ environmental issues 	Walkers Wood, St. Ann
PM	12 noon: Bus to hotel in Ocho Rios 12:30 - 2:30 pm: Luncheon & informal conversation on Tourism *Joey Issa, CEO, Cool Corp. <i>[possible visit to Cool Corp. HQ]</i> 2:30 – 6:00 pm: afternoon on hotel beach &/or nearby craft market	<ul style="list-style-type: none"> ▪ tourism industry ▪ leadership challenges in Jamaican organizations ▪ international human resource management ▪ cross-cultural issues in management 	**Sunset Jamaica Grande Hotel, Ocho Rios www.sunsetjamaicagrande.com Cool Corporation Main Office 2 Graham Street, Ocho Rios www.coolcorp.com
EVE:	6:15 pm — Bus back to Kingston Arrive in Kingston approx. 8:00 pm Dinner on own		

Thursday, December 16		<ul style="list-style-type: none"> ➤ <i>Fostering new enterprises in developing nations — FDI, entrepreneurial activities, & business incubation</i> ➤ <i>Impact of technology and global information exchange upon business development</i> ➤ <i>Visit to the University of Technology - Jamaica, and campus centers of excellence</i> ➤ <i>Team conversations with incubating organizations at Technology Innovation Center</i> 	
	Activities & Speakers [<i>*confirmed/**invited</i>]	Topics	Location & Background Information
AM	8:45 am — Bus to University of Technology 9:30 – 11:30 am: <u>University of Technology</u> Welcome from: *Prof. Joan Lawla, Head, School of Business Administration Panel of Speakers from: **UTech Entrepreneurship Program **Jamaica Trade & Invest **Jamaica Business Development Corp.	<ul style="list-style-type: none"> ▪ foreign direct investment ▪ new business and alliance opportunities in developing nations — small/medium/micro ▪ impact of technology & global information exchange on business development ▪ strategies for business development & sustainability ▪ small business financing with participation of 5 UTech MBA students	University of Technology, Jamaica www.utech.edu.jm/index.htm www.utech.edu.jm/Academic/SGSRE/
PM	12 Noon — *Luncheon at <u>Lillian's Restaurant</u> (Culinary Arts Training Centre of School of Hospitality & Tourism Mgt., UTech) Welcome from *Cheryl Smikle, Operations Mgr. After lunch — stroll around campus & return to TIC 2:00 pm — <u>Technology Innovation Center (TIC)</u> Welcome & tour: *Dionne Palmer, Incubator Manager, TIC 2:30 – 4:30 pm: *Student teams interact with TIC clients on-site 4:30 – 5:30 pm: Wrap-up and integrative discussion 5:30 pm — Bus to Courtleigh Hotel	<ul style="list-style-type: none"> ▪ issues and processes of new business development <ul style="list-style-type: none"> • in Jamaica • for small/med IP-based business • for micro-business ▪ small group dialogue re: key challenges & dilemmas in developing new businesses with participation of 5 UTech MBA students	UTech campus Lillian's: www.utech.edu.jm/Faculties/Bus&Mgmt/HTM/About.htm Technology Innovation Centre (business incubator) www.ticjamaica.com
EVE	Dinner on own		

Friday, December 17		<ul style="list-style-type: none"> ➤ <i>Closing debrief and discussion</i> ➤ <i>Planning for future activity</i> ➤ <i>Team meetings for team projects</i> ➤ <i>Closing dinner</i> 	
	Activities & Speakers [<i>*confirmed/**invited</i>]	Topics	Location & Background Information
AM	9:00 am — Bus to Embassy and check-in 10:00 am – 12:30 pm: <u>U.S. Embassy</u> Debrief & discussion facilitated by *Nathan Carter, Economic Officer *Elvis James, Economic Specialist *Dr. Maggi Phillips *Dr. Andrea Scott	<ul style="list-style-type: none"> ▪ Group conclusions re: Jamaica Culture Scan ▪ questions, comments, observations, insights, reflections, conclusions; ▪ clarification of post-tour course assignments 	U.S. Embassy Multi-Purpose Room http://kingston.usembassy.gov/
	12:30 pm Return to hotel Lunch on own; Afternoon for teamwork on projects Approx. 4:30 pm (optional) Meet @ Devon House <i>i-scream</i> shop for ice cream		Devon House 26 Hope Road, Kingston www.devonhousejamaica.com
EVE:	6:45 pm — Bus to restaurant 7:00 p.m. — Closing Dinner at *Redbones Blues Café	With guests = invited program hosts, program speakers, Pepperdine Alumni, and 5 UTech MBA students	Redbones Blues Café 1 Argyle Avenue, New Kingston www.redbonesbluescafe.com/about_us.htm

Saturday, December 18		➤ <i>Departure</i>	
	Activities & Speakers [<i>*confirmed/**invited/ ***proposed</i>]	Topics	Location & Background Information
AM	Check out of Hotel Departure from Jamaica, or weekend on own.		Special rates available to Pepperdine students at Holiday Inn Sunspree Resort, Montego Bay