Capitalizing on Location and Time: Lessons Learned from an Embedded Program

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PLANNING
- Location
- Partnership
- Pre-travel to Cuba
- Logistics provider search
- Regulations & compliance

MGMT 3010 Course: Introduction to Global Entrepreneurship in CUBA

BEFORE
Classroom sessions
- Entrepreneurship curriculum
- Project introduced
- Describe Interpret Evaluate exercise introduced
- Logistics orientation
- Cultural preparation using Hofstede
- Language preparation using Duolingo

EXPERIENTIAL PROGRAMMING
- Visits entrepreneurs and businesses
- Projects pitched at visits
- Cultural engagement
- Time for observation and reflection
- Describe Interpret Evaluate exercise used in journals and debrief sessions

AFTER
Classroom sessions
- Entrepreneurship curriculum revisited
- Projects revised
- Describe Interpret Evaluate exercise used to debrief critical moments from Cuba
- Adding study abroad experience to a resume

NEXT STEPS
- Planning for 2017
- Housing change: casas particulares (private homes)
- Deepen engagement
- Develop longer-term relationships
- Regulations & compliance changes?

Cuba Time Line

2014
DECEMBER 17: Presidents Barack Obama & Raul Castro Ruz announce intention to reestablish diplomatic relations

2015
JANUARY - MAY: Obama & Castro engage in talks to reestablish diplomatic relations
JULY: Diplomatic relations reestablished and embassies open in the U.S. & Cuba
AUGUST 14: U.S. Embassy opens in Havana. John Kerry visits
SEPTEMBER - DECEMBER: Officials from the U.S. visit Cuba
SEPTEMBER 26: U.S.-Cuba Business Council is established in the U.S.
AUGUST 31: First commercial flight to Cuba from the U.S.
MAY 1: First U.S. cruise ship in decades arrives in Havana

2016
JANUARY - APRIL: MGMT 3010 course at the Carlson School of Management
MARCH 21: KARE 11 spot on MGMT 3010 program
MARCH 24: Obama visits Cuba
MARCH 25: Rolling Stones concert in Havana
APRIL 5: Rep. Tom Emmer visits MGMT 3010 class
MAY 1: First U.S. cruise ship in decades arrives in Havana
AUGUST 31: First commercial flight to Cuba from the U.S.

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