The Course. This seminar/field study is designed for both business and non-business undergraduates. 20 students will be selected for admission to the course. An application and consent of instructor are required.

Format. The course meets as a 3-hour seminar ten times during the spring 2016 semester. March 16th through March 26th all students will travel to Cuba for a field study. There will be readings and seminar discussions. Guests will share perspectives with the class. Teams will research course issues and present to the seminar. Individual assignments will help students derive maximum value from the course and will be used to evaluate student learning.

Topics. A wide variety of topics (e.g., history, culture, politics, economics, organization practices, environment, education, health care, and legal practices) will inform students about Cuban society and organizations in Cuba. Evolving Cuba-U.S. relationships will be explored.

Field Study Activities. Field study activities may include cultural visits, state-owned company visits, private business visits, a visit to a Cuban university, discussions with U.S. and Cuban officials, museum visits, a multi-national company visit, a hospital visit, and a visit to a “biosphere” community. See the back page of this flier for a sample schedule.

Readings. All required reading materials will be provided at no additional cost to students.

Cost. Accepted students register for the course as they would any other UW-Madison course. The course fee to students is $4500. This will cover all reading materials, airfare, lodging, most meals in Cuba, and planned on-the-ground activities. A number of need-based $2,000 financial awards will be available.

Instructors. The seminar will be taught and field study led by Professor Randy Dunham (http://bus.wisc.edu/faculty/randy-dunham) and a second staff member will serve as co-trip leader. The instructors have led many student field studies. Questions? Contact Randy (rdunham@bus.wisc.edu). For more information, see the opposite side of this flier.
To access more information about this seminar/field study and to apply:

- Go to the Learn@UW web site: [http://learnuw.wisc.edu](http://learnuw.wisc.edu) & log in using your NetID & password
- Near the top right of the page, click “Desire2Learn” and select “Self-Registration”
- Find and click on “Cuba Seminar and Field Study” and register yourself to access this informational site. This registers you to visit the information site for the seminar/field study.
- “Cuba Seminar and Field Study” will now appear under “2014-2015” in the list of Learn@UW “courses” for which you have access. Go to that “course” and review the posted information. An application form is posted there. **Apply before October 1st**

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**Field Study: Cuba 2016 Sample schedule (NOT the official schedule)**

**Wednesday March 16 (Miami)**
- Depart Madison by bus for Chicago O’Hare
- Fly from O’Hare to Miami
- Hotel Night 1. Miami Airport Hotel
- Dinner on own

**Thursday March 17**
- Early check-in for Miami flight to Havana
- Miami-Havana charter flight
- Havana hotel check-in
- Group Lunch
- Lecture on Old Havana restoration
- Walking tour of Old Havana
- Group Dinner

**Friday March 18**
- U.S. Embassy briefing
- U.S.—Cuban relations lecture by Cuban Professor
- Group lunch
- Lecture/Discussion on private business in Cuba
- Discussion with owners of private business
- Cultural activity
- Group Dinner

**Saturday March 19**
- Plenary Session with Guests
- Group lunch with guests
- Dinner on own
- Cultural program at Fabrica de Arte Cubano

**Sunday March 20**
- Day trip to Varadero
- Briefing by Manager of Multi-national resort
- Cultural activities at Varadero
- Group dinner at Varadero

**Monday March 21**
- Museo de la Revolucion
- Museo Nacional de Bellas Artes de La Habana
- Group Lunch
- Baseball in Cuba discussion
- Dinner on own

**Tuesday March 22**
- Health care system briefing & hospital visit
- Lunch on own
- Finca Vigia (Hemingway Estate) site visit
- Discussion/dinner-owner private restaurant

**Wednesday, March 23**
- Briefing-Cuban tobacco industry & cigar factory tour
- Group Lunch
- Briefing-Cuban rum industry & rum factory tour
- Dinner on own

**Thursday, March 24**
- Day trip to Los Terrazas biosphere reserve
- Briefing-business manager of sugar cane industry
- Group Lunch in Los Terrazas
- Briefing-doctor at medical clinic in Los Terrazas
- Dinner on own

**Friday, March 25**
- University visit and discussions
- Lunch on own
- Self-selected sub-group cultural visits
- Farewell dinner and show

**Saturday, March 26 (return to Madison)**
- Depart Havana hotel early morning
- Havana-Miami charter flight
- Arrive Miami; Clear customs/immigration
- Depart Miami on flight to Chicago O’Hare
- Bus from O’Hare to Madison