

Fair Trade Study Abroad in Belize

Minnesota State University, Mankato
Department of Marketing and International Business
MRKT 494 Spring 2020



Instructor: Dr. Kristin Scott
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Office hours: See MavConnect
Class time: Wednesdays 6:00-7:30 (before spring break)

Books:

Where Am I Eating? by Kelsey Timmerman
The Last Flight of the Scarlet Macaw by Bruce Barcott

COB Learning Outcomes:

1. Students can demonstrate competency in professional written communications and formal oral presentations, appropriate to their discipline(s).
2. Students can evaluate leadership behaviors and can use team building and collaborative skills to accomplish group tasks.
3. Students can recognize legal and ethical problems in business, are aware of their potential consequences, and can propose and defend alternate resolutions.
4. Students can analyze business problems utilizing information technology and research methods appropriate to their discipline(s), and then use the results in business decision making.
5. Students can integrate and use information from different business disciplines.
6. Students will also meet program learning outcomes as established by each program.

Course Objectives:

This course is designed to give students an opportunity to study abroad while learning basic business principles. The course focuses on building knowledge in corporate social responsibility and fair trade and experiencing these concepts in another country. The course also focuses on cultural competency and understanding and experiencing a different culture.

Course Outcomes:

1. Analyze the concept of corporate social responsibility and the arguments for and against it.
2. Understand the fair trade concept as it relates to businesses.
3. Analyze the benefits and drawbacks of fair trade for businesses and governments.
4. Describe/experience the culture, demographics, and geography of Belize.
5. Identify/experience cultural differences between Belize and the U.S.
6. Reflect on cultural biases and develop an appreciation for cultural differences, especially as assessed by the IDI.

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Trip Excursions:

The itinerary for the trip to Belize was designed to enhance the learning outcomes for the course. Students will learn about these concepts during the semester and then have the opportunity to experience them in person during the trip to Belize. For example, students will learn about Fair trade and the benefits and drawbacks from a business perspective. They will then visit a cacao farm in Punta Gorda to see how a Fair Trade plantation benefits the workers. As students learn about the Belizean culture throughout the semester, they will then immerse themselves in the culture by volunteering with Sustainable Harvest International and Holy Cross School. The graded aspect of the trip is the journal entries that will be kept throughout the week.

Course Requirements: % of Grade:

Reflection Papers

Fair Trade Paper #1	5
Fair Trade Paper #2	10
Pre-trip Paper	5
Post-trip Paper	10
Trip Participation and Journal	20

Assessments, Discussion, Projects

IDI Assessment/Homework	10
Discussion Participation/Questions	20
<u>Marketing Project or Honors Paper</u>	<u>20</u>
Total	100%

Reflection Papers:

Four paper assignments will be given throughout the semester. Two will focus on Fair trade and corporate social responsibility and two will focus on the actual trip to Belize. Each pair will be written in a pre/post format to gain what insight was drawn from the trip and the course in general. Fair Trade Paper #1 will focus on the current knowledge, attitudes, and beliefs about Fair trade at the beginning of the semester. Fair Trade Paper #2 will be written at the conclusion of the semester and students will be encouraged to see what changes have occurred since the first paper was written. The second set of papers will consist of a pre-trip paper focusing on anticipations, beliefs, and expectations about the trip. The post-trip paper will occur after the trip to Belize and act as a reflection paper about the trip as compared to expectations and beliefs. While on the trip to Belize, students will also keep a journal that they will write in everyday about their experiences there.

Assessments, Discussion, Project:

Intercultural Development Inventory. At the beginning and end of the semester, students will take the IDI. This test is designed to measure cultural competency. One of the goals of the

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course is to increase this competency through assignments completed during the semester and the cultural experience of Belize. Students will complete two homework assignments that utilize their IDI results to increase their cultural competency.

Discussion Participation/Questions. Each week one student will lead the discussion for the readings for the week. See the posting on d2l for further directions for leading the discussion. For everyone else who is not leading the discussion, they must turn in a 1-2 page summary sheet of the readings for the week.

Marketing Project or Honors Paper. After the trip to Belize, students will return with a project that they will complete for one of the businesses in Belize if possible. For Honors students who do not have a marketing background, they will write a cultural competency paper based on their IDI and experiences in Belize.

Late Assignments:

Late assignments are accepted up to a week late. Late assignments will be graded based on a 10% point reduction for every day it is late up to one week late.

Cheating Policy

Cheating and plagiarism is taken very seriously and is not tolerated. If a student is caught cheating, they will receive a zero for the quiz, assignment, or test.

Class Info:

- The course is graded on the normal 90% - A, 80% - B, etc. format. Grades are NOT rounded up.
- Desire 2 Learn will be used to post scores and any other class documents.
- To contact me please email me via the above address.
- The schedule attached is tentative. Do not expect to rely solely on the schedule.

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Tentative Schedule

Day	Topics	Items Due
Week 1: Jan 15 th	6:00 - Introduction to course	Read syllabus
Week 2: Jan 22 nd	6:00 – Fair Trade Discussion 1 7:00 – What you need for the trip/packing	Discussion 1, Complete IDI Test, Assign #1: Fair Trade Paper #1
Week 3: Jan 29 th	6:00 – Fair Trade Discussion 2 7:00 – IDI Inventory	Discussion 2
Week 4: Feb 5 th	6:00 – Fair Trade Discussion 3 7:00 – Class Outing (TBD)	Discussion 3
Week 5: Feb 12 th	7:00 – Belizean Culture Discussion 1	Discussion 4
Week 6: Feb 19 th	6:00 – Belizean Culture Discussion 2	Discussion 5
Week 7: Feb 26 th	6:00 – Guest speaker – Kristin 7:00 – Cultural Report	
Week 8: Mar 4 th	6:00 – Itinerary and business review	Assign #2: Pre-trip paper
Mar 7 th – 14 th	Trip to Belize	
Week 8: Mar 18 th	6:00 - Trip Debrief	Journal Entries
Week 9: Mar 25 th		Assign #3: Post-trip paper
Week 10: Apr 1 st		Assign #4: IDI Part 1
Week 11: Apr 3 rd	Project Work	
Week 12: Apr 8 th	Project Work	
Week 13: Apr 15 th		Assign #5: Fair Trade Paper #2
Week 14: Apr 22 nd		Assign #6: IDI Part 2
Week 15: Apr 29 th		IDI Test, Final Projects
Week 16: Finals		