School of Business Study Program and Trip to South Africa
Spring 2016

Rutgers School of Business–Camden (RSBC) offers a three-credit course on doing business in South Africa. The program highlight is a **12-day study trip over Spring Break to South Africa** (March 9 – March 21, 2016), where we will visit businesses, government, and non-profit/community institutions and organizations to learn more about management and marketing practices in this region.

**The trip** includes stays in Cape Town and Johannesburg. Our trip includes meetings with small and medium-sized enterprises (SMEs), global companies (e.g., Pick n Pay and Pepsico/Simba), and government entities (e.g., Port of Cape Town). Other highlights include:

- Robben Island, where Nelson Mandela was imprisoned during the apartheid era;
- The Cape of Good Hope and South Africa’s expanding wine industry near Stellenbosch;
- Townships such as Soweto and Langa, where SMEs and other business economic development and community organizations are expanding since the dismantling of apartheid policies; and
- Kruger National Park (or similar) where we will view wildlife and learn about the importance of the tourism industry to the country.

**Students:** Open to MBA and undergraduate business students (25 in total), by application.

**Credits:** 3 credits; students earn their choice of business administration (Undergraduate only), international business (MBA), management, or marketing credits.

**Class Meetings:** Non-traditional class meeting schedule includes three pre-trip class meetings from 1:30 – 4:15 PM on 1/23, 2/20, and 2/27 (11 AM – 4 PM) plus two post-trip class meetings from 1:30 – 4:15 PM on 4/2 and 4/30.

**Faculty:** Professor Snehamay Banerjee is responsible for academic instruction. Cal Maradonna, RSBC Adjunct Instructor and RUC Director of Learning Abroad, leads the trip.

**Costs:** In addition to paying for tuition as applicable, each student pays approximately $3400 for trip-related expenses. This fee covers airfare, hotel accommodations (shared rooms), travel fees, most entry fees, and some meals while on the trip.

**Attend ONE Information Session in Business & Science Building Conference Room 231:**

- Tuesday, October 20: 12:30 - 1:10 PM
- Tuesday, October 20: 5:00 – 5:45 PM
- Wednesday, October 21: 12:30 - 1:10 PM
- Wednesday, October 21: 5:00 – 5:45 PM

For details, go to: [http://business.camden.rutgers.edu/sacourse/](http://business.camden.rutgers.edu/sacourse/) Please direct questions to:

- Professor Snehamay Banerjee: (856) 225-6587, [snehamy@camden.rutgers.edu](mailto:snehamy@camden.rutgers.edu)
- Cal Maradonna: 856-225-6714, [maradonna@rutgers.edu](mailto:maradonna@rutgers.edu)