



## Bogota, Medellin, and Cartagena 2023 Itinerary

Travel Dates: Sunday, July 9<sup>th</sup>, 2023 – Tuesday, July 18<sup>th</sup>, 2023

### Day 1: Sunday Fly to Bogota, Colombia

**About Bogota** - Bogotá is in the Top-10 cities in Latin America known as the most attractive for doing business. According to "America Economy Intelligence" Bogotá is an economic power and a business destination for multinational organizations

- Meet your tour director at the airport



## **Day 2: Monday Bogota – Business and Cultural Engagement**

- Take a walking tour of Bogotá, Colombia's capital city with your Tour Director. You will learn about its rich history as well as social, cultural, business, and economic aspects of this Metropolitan
- Take a ride on the Monserrate Funicular, an ascending cable car that brings you to the top of the city for impressive views of the city. This is one of the most important cultural and religious sites of the city where you will visit the Monserrate Sanctuary built in 1899
- Visit the Museo del Oro, or "Museum of Gold," home to largest collection of gold artifacts in the world and dedicated to indigenous groups in Colombia before the Spanish conquest
- Enjoy dinner in Bogotá

### **Coursework**

Go over class requirements, syllabus, assignments.

- International Business Discussion – Globalization & Doing Business in Latin America
- Managing Cultural Diversity Discussion – The Case for Cultural Diversity
- Organizational Behavior Discussion – Why Organizational Behavior Matters

Enjoy dinner in Bogota (Dinner provided by EF)

## **Day 3: Bogota - University Visit**

University visit – Universida Sergio Arboleda, one of the leading universities based in Bogota with campuses in Santa Marta, and Madrid-Spain. Enjoy a cultural exchange with faculty and students from the College of Business. Spend a half day exploring Bogotá.

Coursework:

- International Business Discussion – Free Trade & International Trade Agreements
- Managing Cultural Diversity Discussion – Negotiating Across Cultures
- Organizational Behavior Discussion – Group Behavior & Teams

## Day 4: Medellín – Business and Cultural Engagement

**About Medellín** - In 2013 Medellín was recognized as the world's Most Innovative City; an award presented by the Wall Street Journal Magazine and Citibank



- Fly to Medellín, a booming city that has been transformed by local entrepreneurs and artists.
- Take a tour of Medellín With an expert local guide you will see:
  - Old Quarter, the historic downtown area
  - Botero Plaza, the location of 23 bronze sculptures
- Visit the Botanical Gardens, which include six ecological zones, from tropical forests to desert gardens, and more
- Visit the Butterfly House to see different types of butterflies and learn about their habitat
- Enjoy dinner in Medellín

### Coursework:

- International Business Discussion – Exports and Imports
- Managing Cultural Diversity Discussion – Women in Leadership (Case: Crepes & Waffles)
- Organizational Behavior Discussion – Power & Leadership Influence

**Day 5: Medellin**

- Take a guided tour
- With your expert local guide, you will see:
- Take the metro cable to visit Arví Park ecological nature preserve, which includes various archaeological remains like roads, water systems and gardens
- Industry Engagement: Meet with an industry expert and learn about what makes Medellin one of the most innovative cities in Latin America

**Coursework:**

- International Business Discussion – FDI (Foreign Direct Investments)
- Managing Cultural Diversity Discussion – Workforce motivation
- Organizational Behavior Discussion – Change and how to manage it

**Day 6: Medellin**

- Take a guided tour
- With your expert local guide, you will see:
- Tour the colorful lake town of Guatapé with an expert local guide
- Climb 659 steps (optional) to the top of El Peñol, the world's third-largest stone, for a view of the surrounding area

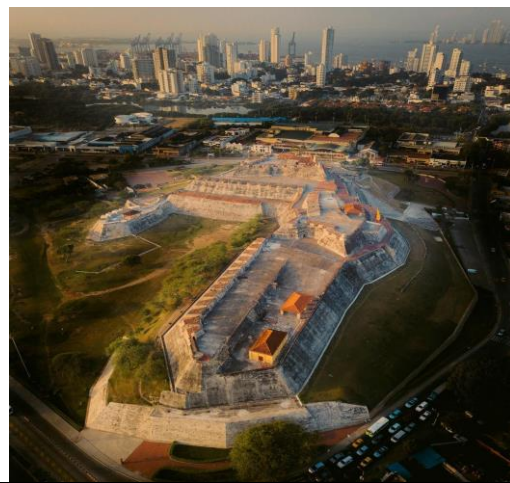
**Coursework:**

- International Business Discussion – Global Marketing
- Managing Cultural Diversity Discussion - Cultural Diversity Competitive Advantages
- Organizational Behavior Discussion – Organizational Culture



## Day 7: Cartagena

**About Cartagena** - Cartagena is a port city on Colombia's Caribbean coast. By the sea is the walled Old Town founded in the 16th century with squares, cobblestone streets, and colorful colonial buildings. Cartagena is home to UNESCO's World Heritage Site *Castillo San Felipe* which is one of Colombia's most famous and formidable sites. The colonial-era castle, built in 1536 is known as the most impregnable fortress ever built by the Spanish in the Americas



- Fly to Cartagena, a city that still shows vestiges of its colonial era
- Visit a local market and participate in a cooking class, enjoy an included dinner

### Coursework:

- International Business- Discussion – Regional Agreements
- Managing Cultural Diversity Discussion – Global Business Ethics

- Organizational Behavior Discussion – Employee motivation

### **Day 8: Cartagena**

- Take a tour of Cartagena
- With an expert local guide, you will see:
  - Plaza de Bolivar to learn about its connection to the fight for independence
  - San Pedro Claver Church, an example of colonial architecture
  - San Felipe de Barajas Castle, a fortress that sits atop the Hill of San Lazaro
- Visit the Boquilla Mangrove, a fishing village that has maintained Afro-Caribbean influence through food, dress and language
- Participate in a drumming class and experience the musical tradition of this area

### **Coursework**

- International Business Discussion – International Human Resources Management
- Managing Cultural Diversity Discussion – Latin America and Europe
- Organizational Behavior Discussion – Positivism and the workplace

### **Day 9: Cartagena**

- Visit Corales del Rosario National Park, known for its beautiful coral reefs
- Take a boat ride to Barú Island and explore its beaches, culture, and snorkel or swim
- Enjoy lunch on Barú Island
- Enjoy dinner in Cartagena

### **Coursework**

- International Business Discussion – International Accounting & Taxation Strategies
- Managing Cultural Diversity Discussion - Latin America and Asia
- Organizational Behavior Discussion - The art of leading

### **Day 10: Depart for Tampa**