



**USA GLOBAL STUDY TOUR BRIEFING**  
**21 March 2026 - 02 April 2026**



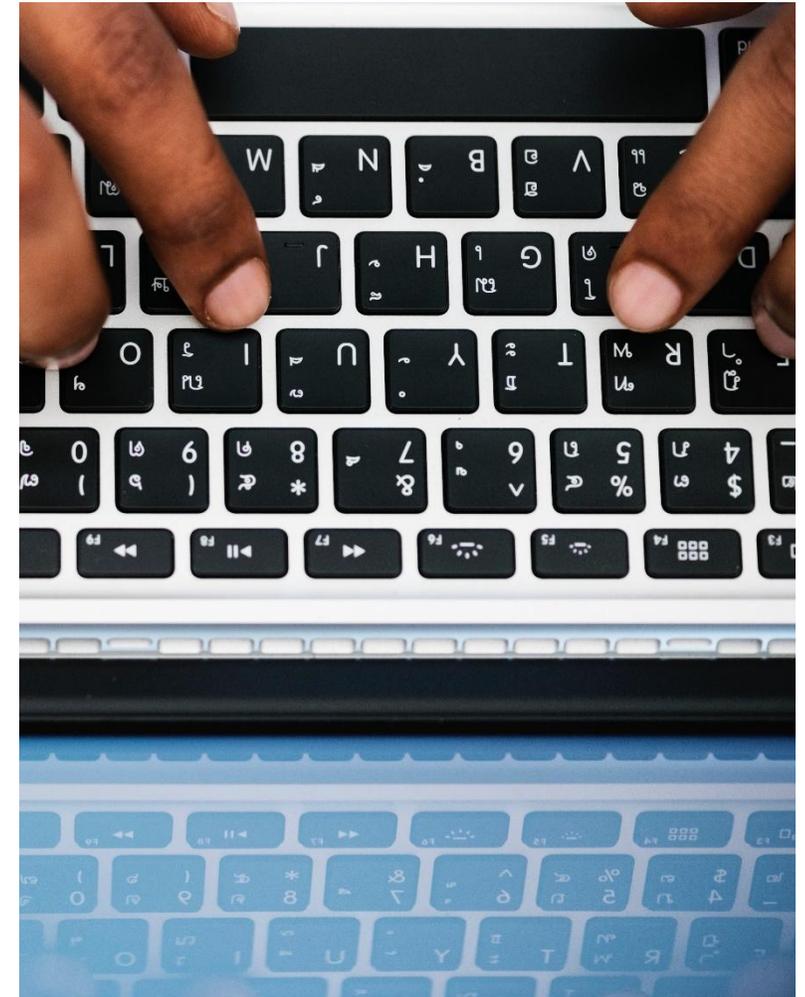
# INTRODUCTION

- 1. Overview of International Business and Assessments**
- 2. Welcome: Lead Academics - Dr Jacques Totowa and Ms Lerato Mogale**
- 3. International Programmes details**
- 4. International Programmes QR Scan for course pack**
- 5. Travel Specialist: Passport and Visa:**
- 6. Q&A**

*WBS takes your well being seriously. WBS will keep you informed on any changes to your travel.*

# Important Information:

- Indemnity form: Please sign and return (link provided)
- Standing orders: Please sign and return tonight (link provided)
- Ties (gentleman) and Scarves (ladies) wear during company visits.
- Course schedule & name tags on lanyard with QR scan (link provided)
- Travel Insurance (Email from WBS)
- Air tickets will be sent via email from Ms Ursula Tadford-Craig



# WHAT IS INTERNATIONAL BUSINESS?





# WHAT PERCENTAGE OF YOUR STUDY TOUR COMPRISES OF FUN....

# What is a study tour?

- **Global Study Tours consist of 80% company or institution visits, 10% cultural immersion and 10% spare time.**
- **Study tours are designed to be both fun and educational.**  
Our groups enjoy the local cuisine, socialise, and make use of the local recreational and cultural resources of the areas that we visit. However, study tours are NOT party trips.
- **A study tour is a travel experience with specific learning goals.**  
The learning outcomes of each study tour vary, but are always provided in the course outline that is distributed to each student. Study tours emphasize experiential learning and offer both group and self-directed activities that enable students to explore new territories, cultures, people and business models.
- **Traveling with one of our groups**
- No worries or hassles about where to stay, how to get there, or even checking in!
- The itineraries are designed to maximise your overall experience.





## What are the benefits?

- **New ways of thinking about and doing business.**
- **Access to a network of the top students and businesses around the world.**
- **An opportunity to immerse yourself in a different culture, to use the exchange school as a central base for international travel.**
- **Job opportunities.**

# BUSINESS ETIQUETTE

- WBS has provided gentleman with ties and ladies with scarves (please wear white shirt and the above for formal company and institution visits)
  - Suits for men with subtle colors are the norm.
  - Subtle, neutral colors should be worn by both men and women.
- Casual dress should be conservative (applicable to country visited).
- Men and women can wear jeans for cultural visits, however, jeans are not acceptable for business meetings.
  - Please ensure that you have your business cards.
- All mobiles to be switched off during company and institution visits. Please do not ask for Wi-Fi passwords unless provided.
  - Gifts will be provided to the hosts as a token of our appreciation. WBS will provide these gifts.



# ASSESSMENT AND ATTENDANCE

- Complete all assessments
- 100% Attendance to lectures, company visits and cultural activities.
- Failure to comply with this policy will result in an automatic failure off programme. A record of attendance at each prescribed activity will be kept by the Lead academic and will be submitted to the International Office as a formal record.

# Assessments

Assessment		Mark	Assignment Deadlines
Standing Orders Indemnity Forms and Profiles	1	0%	25 February 2026
Pre-Trip Assessment (Individual Assignment)	2	40%	11 March 2026
On-field syndicate assignment	3	30%	<b>29 March 2026 - Check course pack</b>
EQ Assessment (Multiple Choice Questions)	4	30%	<b>01 April 2026 - 03 April 2026 End of trip</b>
<b>Total</b>		<b>100%</b>	

# Assessment ONE

The purpose of this assessment is to familiarise and fully acknowledge the rules, standing orders, code of conduct and indemnity forms for the global study tours.

## Assessment

Participants are required to read and fill in the rules, standing orders, code of conduct and indemnity forms for the global study tours.

Student Commitments, Indemnity and standing orders - WBS International Programmes ([wbsstudytours.co.za](http://wbsstudytours.co.za))

**Submission Deadline: 25 February 2026**

# Assessment TWO (Part 1 OF 1)

The purpose of this assessment is for the participant to demonstrate through various models and theories, the necessary competencies in International Business knowledge.

## Mark allocation:

Criterion	Mark Allocation %
Application to the integration of theories developed and learnt throughout the MBA programme	35
Application of the theory to the relevant case study selected	35
Research and use of relevant data to complement situation analysis	20
Presentation: Referencing, style, etc.	10
<b>TOTAL</b>	<b>100</b>

**Submission deadline: 11 March 2026**

## Assessment TWO (Part 2 OF 2 )

### Question 1: (10 marks)

Peng and Meyer (2019), A country's institutions establish the formal and informal rules for operating in that country. Companies operating internationally need to know these because these 'rules' differ between countries, and because they shape greatly what can be achieved and what is not possible in a country. Institutions can be formal or informal. Formal institutions consist of laws, regulations and rules. Informal institutions consist of norms, cultures and ethics. Describe ONE of your host country's economy. Is it a market, command, or mixed economy?

### Question 2: (15 marks)

Executives seeking to succeed in global markets should take into account different cultures of nations. In 1980, Geert Hofstede developed the cultural dimensions model. Since then, it has been applied widely by organizations. Using Hofstede's model, provide the various dimensions, within the context of your host country and explain the importance of culture when operating in cross border business.

### Question 3: (15 Marks)

Douglas, Wind and Pelmutter (1973) advocated four approaches (EPRG) of International Business as follows:

- Ethnocentric Approach
- Polycentric Approach
- Regiocentric Approach
- Geocentric Approach

Provide TWO company examples of TWO of these approaches in your host country.

**Submission deadline: 11 March 2026**

## Field-based Syndicate Assignment (Amazing Race) (GL 4): 30%

The purpose of this assignment is for you to think quick on your feet. It's fun and interesting. You will be allocated a syndicate group in your host country(ies) and will need to work as a team. The purpose of this assignment requires you to think out of the box and familiarise yourself with the environment. As a suggestion, download maps; know the history of the country, all online attractions and all modes of transport.

**Submission deadline: 29 March 2026**

## Assessment Four (GL 3): 30% (End of Tour)

The purpose of this assessment is for participants to understand the importance of behaving ethically in their professional lives. Participants are required to fill in a self EQ Assessment, subsequently the respective Lead Academic will provide an overall score.

**Submission deadline: 01 April 2026 - 03 April 2026**



# Academic Leads and Programme Directors

Dr Jacques Totowa - Academic Lead

Ms Lerato Mogale - Programme Lead



# TRIP OVERVIEW

- All company visits, group lunches/working dinners and cultural activities are compulsory.
- Most lunches and working dinners will be paid for by the school.
- Working dinners/cocktail functions refer to guest speakers or fellow MBA students in attendance and provides the opportunity for you to network.
- The schedule is very tight so we need to be prompt.





# YOUR PROGRAMME

Course pack link provided

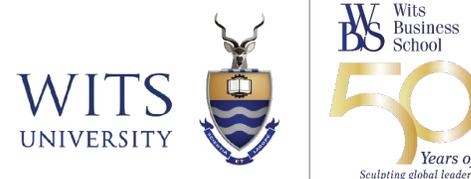
Found on Ulwazi and QR Code

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You will receive a WhatsApp  
Announcement daily regarding the  
schedule.



## TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL



**Check-in:** While you can check in online 48 hours before departure, your boarding pass may only be available at the airport. Emirates check-in counters are located in Terminal B. I will be at the airport by 09:25 and will let you know which counter I am in front of. Please do not arrive later than 09:45 on Saturday 21 March 2026.

**Visas:** You will have received your passport back along with US visa that you must travel with.

**Luggage Tags & Vouchers:** Please come see me first before dropping off your bags so I can hand you your luggage tags and printed vouchers. I will print your e-tickets and hotel confirmations. You must carry these with you through immigration.

**Carry-on Restrictions:** Ensure that no liquids, aerosols, or gels over 100ml per bottle are packed in your carry-on luggage. Larger items must go into your checked baggage.

**Luggage Allowance:** You are flying EK and AA. Because of the baggage allowance on AA from MIA to SAN I recommend only having 1 checked bag (23kg ) and 1 carry-on (handbag/backpack + laptop, etc.), with a maximum weight of 7kg until you get to LA. Then on your flight home you can have 2 checked bags (23kgs each) plus 1 carry on as above.

**Bag Wrapping:** You can wrap your bags at the airport for R120 per bag, but please note they only accept cash.

**Esims:** <https://www.airalo.com/global-esim>

## TRAVEL AND RESTRICTIONS: SANDOWNS TRAVEL

FLIGHT DETAILS								
Day	Date	Flight	From		To		Depart	Arrive
Sat	21 Mar 26	EK762	JNB	Johannesburg	DXB	Dubai	13:25	23:45
Sun	22 Mar 26	EK213	DXB	Dubai	MIA	Miami	02:15	10:05
Wed	25 Mar 26	AA1087	MIA	Miami	SAN	San Deigo	09:15	12:10
Tue	31 Mar 26	EK216	LAX	Los Angeles	DXB	Dubai	16:40	19:30#
Wed	01 Apr 26	EK767	DXB	Dubai	JNB	Johannesburg	23:20	05:30#

In March, Miami, San Diego, and Los Angeles all offer pleasant spring conditions, though they vary significantly in heat and humidity. Miami is the warmest and most tropical, while San Diego and LA provide a more temperate, breezy California climate.

## Miami: Tropical & Warm

- Temperatures: Daytime highs typically reach 25°C to 28°C , with night-time lows staying mild around 18°C to 21°C ).

## San Diego: Mild & Breezy

- Temperatures: Highs are usually reach 18°C–22°C, while nights drop to around 12°C–13°C.

## Los Angeles: Comfortable Spring

- Temperatures: Daytime highs average 21°C , though they can spike to 30°C during sunny spells. Night-time temperatures are cool, averaging 10°C.

**Cash/Forex** - In 2026, the most recommended approach for USA is a hybrid strategy using a combination of credit cards (or low-fee forex cards) for most transactions and a small amount of cash for specific needs.

In South Africa most bank have a forex card you can preload with Forex. In this case you can load with USD.

Most South Africa credit cards allow overseas use, you please need to advise the bank you will be traveling so they don't block the card. The ROE is then not guaranteed.



**Best Western Plus Atlantic Beach Resort**

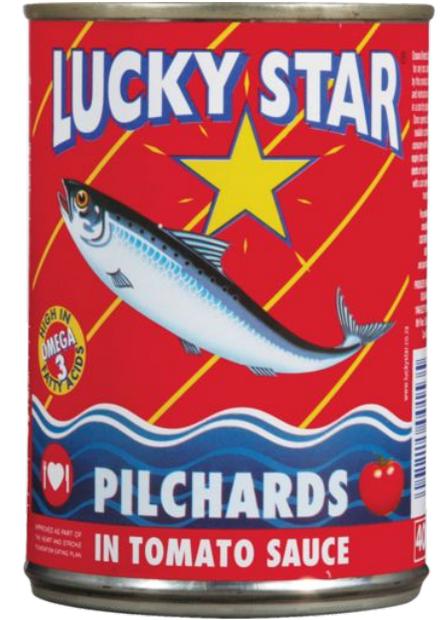


**Best Western Plus Hacienda Hotel Old Town**



**Hotel MdR Marina del Rey - a DoubleTree by Hilton**

# A Little Piece of South Africa





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UNIVERSITY



WITS Business School  
50  
Years of  
Sculpting global leaders

# TAP INTO YOUR PROGRAMME

QR SCAN

Link provided in Chat.

# PLEASE FILL IN YOUR PROFILE





DRESS CODE



**TOUR REPS**



The World is at your doorstep!



# QUESTIONS

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WBS Wits  
Business  
School  
**50**  
Years of  
*Sculpting global leaders*



Thank you