

Race, Culture, and Business

MBA Immersion to the American South

September 15-23, 2024



Teaching Team



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A large, faint, light blue watermark of a Sankofa symbol is positioned on the right side of the image. The symbol is a stylized bird with its head turned back, holding an egg in its beak, which is a traditional symbol of African culture representing the importance of history and the past.

What is Sankofa?

Sankofa is an Adinkra symbol used by the Akan people of Ghana meaning “go back and get it,” which teaches us that we must return to our roots in order to know where we are going.

Sankofa Impact brings people together for place-based learning that confronts our history of racism, uplifts stories of resistance, and celebrates culture.

This program and trip are co-led by Sankofa Impact in partnership with the Foster School of Business and the Global Business Center.



Race, Culture, and Business

- The Race, Culture, and Business course explores race in America and will challenge your understanding of the roles of business in perpetuating inequity and effecting change.
- This transformational experience provides students a lens through which to evaluate business in the U.S. social structure – and through an in depth exploration of Black history in American society, we can learn to identify similar social dynamics in a global context.

Weekend Retreat (mandatory)

- **Friday, August 23 - 5-9pm**
- **Saturday, August 24 - 9am-9pm**
- **Sunday, August 25 - 9am-5pm**
- Begin to draw connections between race, culture and business practices.
- Build trust for authentic discussions
- Retreat Preview:
 - Friday: Welcome dinner, community building
 - Saturday: Learning sessions, discussions, film viewing
 - Sunday: Logistics, assignments, ceremony

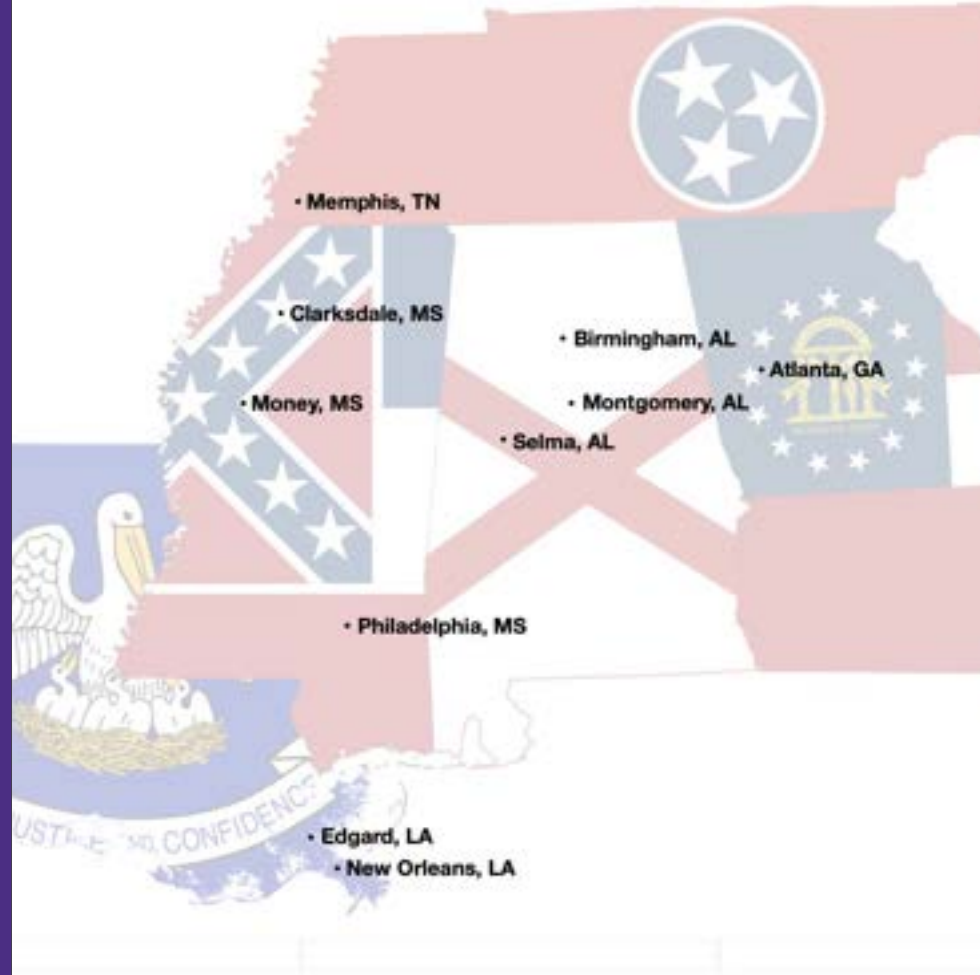
On the Bus

September 15 - September 23

- Embark on an immersive eight-day journey in the American South
- Understanding American history and culture in the South is key to understanding the nation as a whole.

Site Locations

- New Orleans, Louisiana
- Jackson, Mississippi
- Memphis, Tennessee
- Montgomery, AL
- Atlanta, Georgia
- *plus many more*





Why the American South?

**The American South looms large
in our cultural landscape
and our understanding of
United States history.**

Why we go to the South

- Confront our shared history of racism and uplift the resistance
- Spend time with activists then & now
- Immerse ourselves in stories that we can only access by being there
- Highlight similarities and differences between the PNW and the South
- Because the South is leading our national conversations about anti-racism, history, and liberation



A diverse group of people, including men, women, and children of various ethnicities, are standing in a loose circle on a grassy field. They are all facing away from the camera, looking towards the center of the circle. The group is composed of people of different ages and backgrounds, suggesting a community gathering. In the background, there are trees and a building with a mural. The word "Community" is overlaid in the center of the image.

Community

Academic Workload

**4 credits during Fall 2024
(MGMT 579 - C/NC)**

- Pre-departure assignments
- During the Trip
 - Peer presentations
 - Reflection activities
 - Case discussions
- After the Trip
 - Final project: “Reimagining the Workplace and/or Social Structures”

Resource Examples

These books, films, podcasts, and articles are the foundation that ground us in the history of the Black American freedom struggle. These resources help us understand the places we will visit and both our individual and group identities.

- Coates. Ta-Nehisi. *The Case for Reparations*. The Atlantic, 2014.
- Duvernay, Ava. *Origin*. Neon Films, 2023.
- Grace, Andrew Beck, et.al. *White Lies*. NPR, 2019. Podcast.
- McGhee, Heather. *The Sum of Us - Memphis, TN: The Sweetest Water In The World*. Higher Ground Media. 2021. Podcast.
- Netter, Sarah. *How one man single-handedly opened the only grocery store in one of New Orleans' poorest wards and inspired Ellen DeGeneres*. Washington Post. 2016. Article.
- Smith, Clint. *How the Word is Passed*. Print.
- Stevenson, Bryan. *Just Mercy: A Story of Justice and Redemption*. One World, 2015.

The program is designed for students with an interest in racial justice, American history, and the intersections with business.



Selection will be based on personal orientation toward program content, emotional maturity, and an openness to engage and learn from community members and peers alike.

Selection will also take into consideration students who are comfortable having conversations about racism, resistance, and Black history in an intersectional group of students across various identities.

We aim to build an interdisciplinary cohort of folks eager to learn from people and places—to go beyond surface level narratives and weave together complex stories of resistance, resilience, and joy.

Estimated Cost of Program

Program cost: \$3,500 per student

- **Donor support: \$1,500**
- **You pay: \$2,000 + \$150 GBC app fee**

Included: Lodging, bus, 6 lunches, 8 dinners, entry fees, etc.

Not included: flights, incidentals, other meals

Credits: depending on your MBA program, you may have to pay additional credit fees

Housing and Out of Pocket Costs

Our experience through the American South will keep us on the move and require a variety of housing arrangements. Depending on our geographic location, students will stay in commercial hotels and one Delta blues themed hostel in Clarksdale, MS.

Participants are responsible for their airfare to New Orleans at the beginning of the program and airfare from Atlanta at the end of the program. Average cost for these flights is \$500.

Other out of pocket costs will be minimal, since lodging, most meals, and transportation are included in your program fee.

**Opportunities to purchase souvenirs and give to local small businesses.*

Application Process

- Apply through the Global Business Center
 - Applications will open April 1, closing April 28
 - Scholarships available - apply by May 1st (awards announced May 13th - applied to AUT)
- Applications will be reviewed by RCB Leadership Team
 - Promising applicants should think deeply about the reasons they want to apply
 - Application will include 2-3 short answer questions
- Placements announced Friday, May 10th
 - \$500 deposit due May 26
 - \$1500 final balance due June 16
- Students who accept their spot “on the bus”...
 - Commit to a **mandatory** pre-departure/community building retreat (Aug. 23-25)
 - Commit to the 8-day on-the-ground program (Sept. 15-23)
 - Commit to 4-credits worth of effort before, during, and after travel

Quotes from Trip Alumni

“This trip was a critical part of my MBA experience. It taught me how to view business and economics through a lens of racial equity, allowing me to more effectively make business decisions that support my values. ”

“You cannot understand America today without understanding its racial history. I don't know any better way to understand that history than by taking this trip.”

“This was an opportunity that changed my life.”

“The impact that this trip has had on me is difficult to put into words and it is different for each person who experiences it.”

“As an international student, I don't always know how to start a conversation about race. This trip provided me with an immersive experience and safe place to ask questions and understand the background. Totally beyond my expectation.”

“The most important 8 days of my university experience.”

Questions?

Application opens: Apr 1

Application closes: Apr 28

Placements announced: May 10

Scholarships announced: Week of May 13

*applied to Fall Quarter tuition

Deposits due: May 26

Final balance due: June 16

Weekend Retreat: August 23 - 25

Trip: September 15 - 23

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