



## **Barbados – The Business of Sport**

Christ Church, Barbados  
November 25 to December 2, 2024

**Application deadline: May 17, 2024**

### **Project description:**

Third-Year students (as of September 2024) from two programs, Sport Management and Marketing, will come together to provide business consultation services for a local sport company in Barbados (Cat's International Sports).

Cat's International Sports is an organization dedicated to the growth and development of Sport and Sports tourism. Their experienced team offers development of athletic talents and skills, by providing a range of logistics and marketing services with links to a variety of clubs, colleges, and sporting. The CEO of this organization is a Durham College Alumni of the Sport Management program.

In supporting Cat's International Sports (CIS), students will be presented with a business challenge that CIS is facing and will volunteer as part of the Global Organic Tourism Master Plan tournament (a tournament that has a variety of sports, both water and land based for international teams in the Caribbean), that they are partnering with. By volunteering at the event, the students will get a perspective of how the event is currently marketed, executed and run and will be able to develop recommendations for next year's event. Students will research the current situation, develop recommendations, and present results to the executives.

### **Program/learning/cultural highlights:**

- Visits to cultural sites/events in Barbados such as: Bridgetown, Garrison and George Washington, Bajan, Oister Fish Market, and Barbados Independence Day Activities (All subject to change)
- Volunteering at an international sport event
- Consulting with a Sport Business, analyzing their business, and developing and presenting recommendations to their executives

### **Dates**

- Departure date: November 25 (subject to flight availability)
- Return date: December 2 (subject to flight availability)

\*Note: Dates may vary slightly depending on availability of flights.

**Timeline:**

- Application deadline: May 17 at 11:59 PM
- Screening Interviews with Students: May 22 to May 24 (Virtually)
- Student/Faculty/DC International Meet and Greet: June 13 from 12 PM to 1 PM
- Initial deposit: \$250 non-refundable deposit due by June 13

**Location:**

Christ Church, Barbados

**Partner:**

Cat's International Sport - <https://www.catsinternationalsports.com/about>

**Language:**

English

**Accommodation and meals:**

Accommodations will be double occupancy at local hotels. Students can expect to spend about \$1,400 on meals – however, some cheaper options may be available.

**Student Support:**

DC students will be supported by DC faculty and International Education Office staff. Two faculty members from the Faculty of Business will accompany the successful candidates to Barbados.

**Visa and Passports:**

Canadian students are not required to apply for a tourist visa for Barbados. Passports must be valid for six months after the return date. You must provide a copy of your passport by June 13. Students that do not hold Canadian Passports may be required to secure a visa at their own expense. Information is available [here](#). Be aware that flights may connect through countries other than Canada and Barbados.

**Risks:**

It is the student's responsibility to consider the potential risks of any travel. For more information on travel risks in Italy, visit the Canadian government's travel advisory page [here](#).

**Academics:**

Students will be required to submit course work related to this FLCA experience. Faculty will advise of those assignments prior to travel.

**Things to know:**

- Students must attend pre-departure training.
- Students must follow the DC Student Code of Conduct throughout the duration of the program.
- Students are responsible for all associated pre-departure medical requirements, including vaccinations.

**Program costs:**

Program cost will be discussed at the information session. An **estimate** of costs is as follows, but these are not final and subject to change:

- Hotel - \$707 per student per week
- Meals - \$1,400 per student per week
- Flight - \$1,000 per student
- Local Transportation - \$250 per student
- Cultural Excursions - \$400 per student
- A non-refundable deposit of \$250 will be required upon acceptance.
- **Total Estimated Trip Cost: \$3,757**

NOTE on estimated Costs: Most of the estimated costs are conservative in nature. This means we strive for the actual total costs to be less than \$3,757.

**Education Abroad Bursary:**

Students selected for an education abroad opportunity may be eligible for a travel bursary of up to \$1,500 CAD. The request for financial support is found here: <https://durhamcollege.ca/wp-content/uploads/5.-Education-Abroad-Financial-Support-Application-Form.pdf>

**Application Information****Eligibility Criteria:**

- Open to all third-year students (as of September 2024) in the Sport Management Diploma Program and Business Administration – Marketing Program
- Must have good academic standing and record of attendance.
- Students must have a minimum GPA of 2.0 (GPA will be confirmed prior to travel)

Apply [HERE](#).

Student interviews will be conducted between May 22 and May 24 with applicants chosen by May 29.

For more information, contact Sheldon Koufman [Sheldon.koufman@durhamcollege.ca](mailto:Sheldon.koufman@durhamcollege.ca) or Kolleen Brunton [kolleen.brunton@durhamcollege.ca](mailto:kolleen.brunton@durhamcollege.ca)