



**KELLEY**  
SCHOOL OF BUSINESS  
Institute for International Business



## **CIBER Focus Interview Series**

### **Lesson Plan**

**Lesson Title:** Entrepreneurship in Cuba

**Grade:** Intermediate/Advanced Spanish

**Estimated length of Lesson:** 90 Minutes

## Indiana Standard(s) covered:

### Spanish

- 1C.2I.AL.b - In conversations and discussions, I can understand the main message and supporting details across time frames and moods.
- 2C.CI.A.b - In my own and other cultures, I can reflect on how a variety of practices within familiar and social situations are related to perspectives.
- 3C.IP.I - Intermediate: With limited guidance and support from the teacher, I can access and evaluate complex information and perspectives that are available through the target language and its cultures.
- 3C.MC.I - Intermediate: I can expand my knowledge of other disciplines while using the target language.
- 4C.CC.I - Intermediate: I can explain and provide generic details about differences and similarities between my community and cultures of the target language.

### **Inquiry: (What essential question are students answering, what problem are they solving, or what decisions are they making?)**

- What are the unique experiences Cuban entrepreneurs face when starting and expanding their businesses?

### **Objectives:(What content and skills do you expect students to learn from this lesson?)**

- Students will compare and contrast experiences of entrepreneurs in Cuba and the United States.
- Students will produce a business plan that will take into consideration the unique culture of Cuba.
- Students will pull in content knowledge from other subjects to draw conclusions on life in Cuba.

### **Materials: (What primary sources or local resources are the basis for this lesson?)**

- IU CIBER Focus Videos
  - [Entrepreneurship in Cuba](#) with Reyna Mercedes Hernández Sandoval and Yadira Pintado Lazcano
    - Female Rap Duo La Reyna y La Real
  - [Entrepreneurship in Cuba part 1](#) with Karla Padron Nardiz
    - Executive Producer at Vistar Magazine on Cuban culture
  - [Entrepreneurship in Cuba part 2](#) with Mel Peralta Hernandes
    - Owner and Operator of Toscana Cafe - an Italian restaurant and hostel in Havana
  - [Entrepreneurship in Cuba part 3](#) with Alexis Martinez Suri
    - President and Founder of Havana Vintage Car - tourist taxi service
  - [Entrepreneurship in Cuba part 4](#) with Manuel Antonio Arias Seijas
    - Owner and graphic designer for Disenarte - independent graphic design firm in Havana
  - [Entrepreneurship in Cuba part 5](#) with Augusto Gonzalez
    - Part owner of a family restaurant in Havana

### Activities: (What will you and your students do during the lesson to promote learning?)

1. Read to gain background information: Cuba World Factbook
  - a. <https://www.cia.gov/library/publications/the-world-factbook/attachments/summaries/CU-summary.pdf>
2. Students will watch and discuss the videos provided
  - a. Students will be numbered off and assigned a video to watch. They will need to take notes on what they learn from the entrepreneurs in Cuba.
  - b. Students will then be put into groups of students that watched different videos than they did. They will go around the group and discuss what industry their entrepreneur entered and any challenges/successes they experienced.
3. Students will create own business idea that they would establish in Cuba once the embargo is removed.
  - a. What types of things will you need to consider when starting your business?
  - b. Would your business function any differently than the same business in the United States? Why or why not?
    - i. How would owning a business in a Communist state create challenges?
  - c. Look at a map of Cuba and determine where your business would be located and explain why. Would you need to have a set location for your business?
  - d. Would you be able to export your product?
  - e. As a business owner, would you be in support of ending the embargo with the United States? Why or why not?

### Assessment: How will you assess what students learned during this lesson?

- Students will show their knowledge of the Spanish language and the videos by producing a business model that follows advice given in the videos. Students may also have to share their business ideas to the class in Spanish.