

**Department of Anthropology and Archaeology**  
**Anthropology 303.01**  
**Business in Cultural Context**  
**Spring 2017**

**Location:** MFH 160

**Time:** MW 9:00-11:45

**Instructor:** Dan Houser

**email:** daniel.houser@ucalgary.ca

**Office:** ES602J

**Office Hours:** Wednesdays, 12:15-1:15 pm

**TA:** TBA

**Course Description**

This course explores the influence culture has on business. Companies possess unique sets of values, customs, traditions and meanings. Such “corporate cultures” embody not only the vision of the company but also influence its ethical standards and managerial practices. To be successful, companies must understand their consumers and their needs within specific cultural contexts. Globalization and immigration have meant that most Canadian corporations are not only increasingly engaged in multinational trade and negotiation, but also have an increasingly ethnically diverse workforce.

The course begins by broadly introducing challenges businesses face and outlining a general understanding of the anthropological concept of culture. After a brief history of the relationship between anthropology and business, we will look at how anthropological methods can be used to conduct fieldwork in organizations as well as in understanding consumers and the design of new products. This is followed by exploring the role of culture in organizations and how organizations can use this knowledge to advantage. We will then look at the role culture plays in consumer decision making, and how current cultural trends impact the future of business. The course concludes with an exploration of the implications of conducting business in different cultural contexts as well as navigating a multicultural workforce.

**Objectives**

1. To acquire an appreciation of how the theory and methods of anthropology can be used to understand how an organization's culture influences the conduct of business;
2. To appreciate how an understanding of the cultural context in which a corporation operates can improve its marketing efforts;
3. To gain an understanding of how the theory and insights of anthropology can positively influence the conduct of international business;
4. To develop critical thinking and writing skills through discussing issues in class.

## **Required Texts**

1. Ferraro, Gary, and Elizabeth K Briody. 2013. *The Cultural Dimension of Global Business* (7<sup>th</sup> ed.) Prentice Hall. ISBN-13: 978-0-205-83559-1
2. Links to additional readings will be made available through D2L

## **Further Reading**

Supplemental (but not required) resources can be found in:

1. Jordan, Ann T. 2013. *Business Anthropology* (2<sup>nd</sup> ed.) Waveland Press.  
ISBN-13: 978-1577668275
2. Tian et al. 2012. *Advanced Readings in Business Anthropology* (2<sup>nd</sup> ed.) NorthAmerican Business Press. ISBN-13: 978-0982843468

## **Format**

This course will follow an interactive lecture-discussion style format accompanied by experiential exercises, case studies, occasional films or videos, and (if available) guest speakers. Class discussions and lectures **will not** repeat or cover all the material in the texts but will elaborate on selected topics to provide a deeper understanding of the material. Assigned textbook readings may be augmented with suggested additional readings and handouts.

## **Course Policies**

Desire to Learn (D2L): all course materials and information, as well as unofficial grades, will be posted on D2L.

## **Email Policy**

In any email correspondence, please place the course code (Anth 303) in the subject line ahead of the subject of your message. Include a proper salutation, and be polite – I will respond in kind.

You can generally expect a reply to an email within 24 hours, which means **do not** expect an immediate reply. Emails are unlikely to receive replies on weekends.

## **Cell Phone and Laptop/Tablet Policy**

Cell phones must be set to silent during class. Laptops and tablets are to be used only for taking notes. Please be considerate of myself and your classmates.

## **Attendance & Participation**

Students are expected to attend all classes and to contribute to class discussions based on the assigned readings and concepts of focus.

## **Recording of Lectures**

You MAY NOT audio or video capture lecture materials, course components, or guest speakers without express written permission from the instructor.

## **Assessment**

### **1. Mid-term Exam**

- 30% of final grade
- M/C, short answer format
- Date: **June 5<sup>th</sup>**

### **2. Term Assignment**

- 20% of final grade
- Details posted on D2L
- Due date: **June 14<sup>th</sup>**

### **3. Final Exam**

- 50% of final grade
- Registrar-scheduled
- Date: **TBA**

**Note: Exams are not cumulative.**

## **Tentative Schedule of Lectures and Readings**

Please note that the list below is tentative. Some topics will require more attention than others, and we will take more time with them. Any changes will be communicated in class and on D2L.

May 15	<b>Introduction to the course, History of business and anthropology</b>
May 17	<b>History of business and anthropology cont'd</b> , Ferraro Ch. 1, Jordan reading (D2L)
May 22	<b>No session – Victoria Day</b>
May 24	<b>Culture, Introduction to globalization</b> , Chatman and Cha reading (D2L)
May 29	<b>Globalization cont'd, Organizations</b>
May 31	<b>Consumer behavior</b> , de Waal Malefyt reading (D2L)
June 5	<b>Midterm Exam</b> , Film – Cola Conquest Pt. I
June 7	<b>Culture dimensions &amp; trends</b> , Ferraro Ch. 2 & 3
June 12	<b>Language</b> , Ferraro Ch. 4, 5, & 6
June 14	<b>Ethnographic methods, *Assignment due*</b> , Spradley reading (D2L)
June 19	<b>Culture shock</b> , Ferraro Ch. 7
June 21	<b>Ethics</b> , Cola Conquest Pt. II
June 26	<b>Global managers</b> , Ferraro Ch. 8, final lecture
June 28-30	<b>Final Exam – Date TBA</b>

### **Grading System**

Each item of course work will be weighted as above and a final mark out of 100 calculated. This will then be converted to a letter grade as follows:

A+	94.9–100	A	89.9–94.8%	A-	84.9–89.8 %
B+	79.9–84.8 %	B	74.9–79.8 %	B-	70.9–74.8 %
C+	66.9–70.8 %	C	62.9–66.8 %	C-	58.9–62.8 %
D+	54.9 %– 58.8% D		49.9–54.8 %	F	49.8 and below

### **Deferred Exams**

Deferral of a mid-term exam must be cleared with the instructor. Deferral will be granted **only** in cases of personal injury, illness, or immediate family emergency. An official note or other documentation explaining the reason for the absence is required. Deferral of the final exam requires Registrar approval.

### **ACADEMIC ACCOMMODATIONS**

<http://www.ucalgary.ca/access/accommodations/policy>

Students needing an Accommodation because of a Disability or medical condition should communicate this need to Student Accessibility Services in accordance with the Procedure for Accommodations for Students with Disabilities

Students needing an Accommodation based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to the instructor of this course.

### **ACADEMIC INTEGRITY**

Academic integrity is essential to the pursuit of learning and scholarship in a university, and to ensuring that a degree from the University of Calgary is a strong signal of each student's individual academic achievements. As a result, the University treats cases of cheating and plagiarism very seriously. Non-academic integrity also constitutes an important component of this program.

For detailed information on what constitutes academic and non-academic misconduct, please refer to the following link: <http://www.ucalgary.ca/pubs/calendar/current/k-2-1.html>

All suspected cases of academic and non-academic misconduct will be investigated following procedures outlined in the University Calendar. If you have questions or concerns about what constitutes appropriate academic behavior or appropriate research and citation methods, you are expected to seek out additional information on academic integrity from your instructor or from other institutional resources.

Where there is a criminal act involved in plagiarism, cheating or other academic misconduct, e.g., theft (taking another student's paper from their possession, or from the possession of a faculty member without permission), breaking and entering (forcibly entering an office to gain access to papers, grades or records), forgery, personation and conspiracy (impersonating another student by agreement and writing their paper) and other such offences under the Criminal Code of Canada, the University may take legal advice on the appropriate response and, where appropriate, refer the matter to the police, in addition to or in substitution for any action taken under these regulations by the University

#### **DEFERRED EXAMS/ASSIGNMENTS:**

The format of a deferred examination/assignment will likely vary from the original format on the scheduled exam. .

IE: Essays or short answers rather than multiple choice.

#### **TEACHING EVALUATIONS / USRIS (Universal Student Ratings of Instruction)**

At the University of Calgary, feedback provided by students through the Universal Student Ratings of Instruction (USR) survey provides valuable information to help with evaluating instruction, enhancing learning and teaching, and selecting courses. **Your responses make a difference, please participate!** Website: <http://www.ucalgary.ca/usri/>

#### **Writing Across the Curriculum**

Writing skills are not exclusive to English courses and, in fact, should cross all disciplines. The University supports the belief that throughout their University careers, students should be taught how to write well so that when they graduate their writing abilities will be far above the minimal standards required at entrance. Consistent with this belief, students are expected to do a substantial amount of writing in their University courses and, where appropriate, members of faculty can and should use writing and the grading thereof as a factor in the evaluation of student work. The services provided by the Writing Support, part of the Student Success Centre, can be utilized by all undergraduate and graduate students who feel they require further assistance

**Emergency Evacuation Assembly Points:** In the event of an emergency that requires evacuation, please refer to the following link to become familiar with the assembly points for the class: <http://www.ucalgary.ca/emergencyplan/assemblypoints>

## **Freedom of Information and Protection of Privacy Act: Freedom of Information and Protection of Privacy Act**

The University of Calgary is committed to protecting the privacy of individuals who work and study at the University or who otherwise interact with the University in accordance with the standards set out in the Freedom of Information and Protection of Privacy Act. Please refer to the following link for detailed information: <http://www.ucalgary.ca/legalservices/foip>

The Department of Anthropology and Archaeology's FOIP (Freedom of Information and Privacy) policy requires all reports/examinations to be returned to students during class time or the instructor's office hours. Any term work not picked up will be placed in the Anthropology and Archaeology Office (ES620) for distribution. Any student not wishing to have their work placed in the office must make alternative arrangements with the course instructor early in the term.

**Safewalk Information:** Campus Security, in partnership with the Students' Union, provides the Safewalk service, 24 hours a day to any location on Campus including the LRT, parking lots, bus zones and University residences. Contact Campus Security at (403) 220-5333 or use a help phone, and Safewalkers or a Campus Security Officer will accompany you to your campus destination.

**Faculty of Arts Program Advising and Student Information Resources:** Have a question, but not sure where to start? Arts Students' Centre

The Faculty of Arts Students' Centre is the overall headquarters for undergraduate programs in the Faculty of Arts. The key objective of this office is to connect students with whatever academic assistance that they require.

In addition to housing the Associate Dean, Undergraduate Programs and Student Affairs and the Associate Dean for Teaching and Learning, the Arts Students' Centre is the specific home to:

- program advising
- the Faculty's Co-operative Education Program
- the Arts and Science Honours Academy
- the Faculty's Interdisciplinary Programs
- a Student Help Desk

Location: Social Sciences Room 102

Phone: 403.220.3580

Email: [ascarts@ucalgary.ca](mailto:ascarts@ucalgary.ca)

Website: [arts.ucalgary.ca/undergraduate/](http://arts.ucalgary.ca/undergraduate/)

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at (403) 210-ROCK [7625] or visit them at the MacKimmie Library Block.

Contacts for Students Union Representatives for the Faculty of Arts:

arts1@su.ucalgary.ca

arts2@su.ucalgary.ca

arts3@su.ucalgary.ca

[arts4@su.ucalgary.ca](mailto:arts4@su.ucalgary.ca)

**Ombudsman's office:** <http://www.ucalgary.ca/ombuds/>