



Anthropology 303.01
Business in Cultural Context
Fall 2012

Location: KNB 132
Instructor: Dr. Chris Holdsworth
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Office: ES 710B
Office Hours: M 5-6 pm
or by appointment

Time: Mondays 6.00pm – 8:50 pm
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Office Hours:
or by appointment

REQUIRED TEXTS:

1. Ferraro, Gary, and Elizabeth Briody 2013. *The Cultural Dimension of Global Business* (7th edition) Prentice Hall. ISBN-13: 978-0-205-83559-1
2. Jordan, Ann: 2003. *Business Anthropology* Waveland Press. ISBN: 978-1-57766-213-6

Additional readings will be made available through Blackboard

COURSE DESCRIPTION:

The focus of this course is the influence culture has on business. Companies possess unique sets of values, customs, traditions and meanings. Such “corporate cultures” not only embody the vision of the company but also influence its ethical standards and managerial practices. Companies, to be successful, must also 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 exploring the challenges business face and a general understanding of the anthropological concept of culture. After a brief history of the relationship between anthropology and business we look at how anthropological methods can be used to conduct fieldwork in organizations as well as understand consumers and design new products. This is followed by exploring the role of culture in organizations and how organizations can use this knowledge to advantage. We 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 dealing with a multicultural workforce.

COURSE 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 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.

COURSE FORMAT

This course will follow an interactive lecture-discussion style format accompanied by experiential exercises, case studies and the occasional film or video. 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.

EMAIL POLICY

In any email correspondence please begin with the course code (anth303) in the subject line along with the subject of your message. Most of the time, you can expect a reply to an email within 24 hours. Please do NOT expect an immediate reply. You should also know that I will only rarely reply to emails on the weekends. Also I will not reply to emails that are not signed at least with your first name.

CELL PHONE AND LAPTOP/TABLET POLICY

Cell phones must be turned off during the class. Laptops and tablets should be used only for taking notes. Since the screens can be distracting to students sitting behind, if you wish to use your laptop or tablet please sit toward the back of the class.

ATTENDANCE AND PARTICIPATION

Students are expected to attend all classes and to contribute to class discussions based on the assigned readings. Grades will suffer if more than two classes are missed.

ASSESSMENT

1. **Mid-term exam 1:**
 - 30% of final grade
 - Date: Oct 1
2. **Mid-term exam 2:**
 - 30% of final grade
 - Date: Nov 5
3. **Final Exam:**
 - 40% of final grade
 - The final will be a registrar scheduled exam
 - Date: Dec 10-19, exact date, time, and place TBA

Additional information about the exams provided during the first class.

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

PLAGIARISM AND CHEATING

Plagiarism: “to steal and pass off the ideas or words of another as one’s own” (Webster’s). Plagiarism will not be tolerated and will automatically result in a failing grade for the submission. Any student caught plagiarizing July also be subject to additional University sanctions. Students are expected to be familiar with the Anthropology Departments policy on intellectual honesty available at:

<https://www.anth.ucalgary.ca/home/links/intellectual-honesty-guidelines>

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

It is the student’s responsibility to request academic accommodations. If you are a student with a documented disability who July require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.

EMERGENCY EVACUATION:

In the event that the classroom should need to be evacuated due to an emergency situation please note that the primary assembly point shall be at MacEwan Student Centre – North Court Yard and the University Theatre Lobby shall be used as a secondary assembly point.

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 announced in class.

Sept 10	Introduction: Jordan Introduction, Ferraro Ch 1 History of Business and Anthropology: Jordan Ch 1
Sept 17	Culture: Jordan Ch 3, Ferraro Ch 1 Holism: Jordan Ch 9
Sept 24	Fieldwork in Business Organizations Jordan Chs 2; and 5 Product Design: Jordan Ch 6
Oct 1	Midterm Exam 1 Ethics Jordan Ch 4
Oct 8	Thanksgiving No Class
Oct 15	Organizational Anthropology: Jordan Ch 7,
Oct 22	Organizational Anthropology: Jordan Ch 7
Oct 29	Consumer Behaviour: Jordan Ch 5
Nov 5	Midterm Exam 2 Consumer Behaviour
Nov 12	No Class Remembrance Day
Nov 19	Consumer Behaviour and Cultural Trends
Nov 26	Contrasting Cultural values Ferraro Ch 2 Language Ferraro Ch 3 and Ch 4. Negotiating Across cultures Ferraro Ch 5, Partnering Across Cultures Ferraro Ch 6
Dec 3	Coping with Culture Shock Ferraro Ch 7 Developing Global Leaders Ferraro Ch 8,, Ch 10 Jordan Ch 8
Dec 10-19	Final Exam exact date, time, and place TBA