

**Anthropology 303.01
Business in Cultural Context
Spring 2015**

Location: MFH 160

Instructor: Dr. Chris Holdsworth

email: choldwor@ucalgary.ca

Office: ES 710B

Office Hours: Mon/Wed 12:00-1:00 pm
or by appointment.

Time: Mon/Wed 9:00 – 11:45 am

TA: Ian McNairn

email: iasmacna@ucalgary.ca

Office: ES 722

Office Hours:

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: 2013. *Business Anthropology* (2nd Ed). Waveland Press. ISBN-13: 978-1577668275
3. Links to additional readings will be made available through DRL

D2L

The course outline, a list of the films shown in class, the slides for each day's class as well any other course related material will be made available through D2L Unofficial grades will also be posted on D2L.

Top Hat

- This term we will be using Top Hat. Top Hat (TH), for those unfamiliar with it, is a web-based participation and comprehension tool similar to clickers, although much more versatile. During most classes (but not all) questions will be posted some time during the class using TH and based on that day's readings or the class material. Questions are answered using your cell phone, laptop, or tablet. This is a grade component for the course so you need to set up a Top Hat account. The University has a site license for the application and accounts can be set up for free at <https://app.tophat.com/register/student/>
- The TH course code is: 395081
- **The password for the course is: Business** (may be case sensitive)
- The TH URL is: <https://app-ca.tophat.com/e/395081>
- Please ensure you verify your phone when you set up your account. Once you have filled in your details and you click on the verify button Top Hat will text you a four-digit code for you to enter. Once you have done this your phone is verified and you are set to go.
- During most classes (but not all) questions will be posted some time during the class using TH and based on that day's readings or the class material.

- Questions are answered using your cell phone, laptop, or tablet. Note: there will only be a 1-2 minute window in which to answer the questions.
- ½ a point is allotted for answering the question, and ½ a point for answering it correctly
- At the end of the course the points achieved out of the total possible (e.g. 15) will be used to calculate a mark out of 10. For example if you get 12 out of 15 you will get a mark of 10/10.
- Students can track their progress in TH.
- THM will also be used for other participation and comprehension purposes during the class with no marks attached.

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” embody not only 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 businesses 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:

- 25 % of final grade
- Date: June 1

2. Mid-term exam 2:

- 25% of final grade
- Date: Jun 15

3. Final Exam:

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: Jun 27, 29-30, exact date, time, and place TBA

4. Participation

- Percent of grade: 10%
- Top Hat
- Date: Ongoing

Exams will be 50% multiple choice and 50% short answer. **Exams Are Not Cumulative.**

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 the Scurfield Hall Atrium and the Professional Faculties Food Court 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.

May 20	Introduction: Jordan Ch 1 The Anthropological Approach Ferraro Ch 1 Cultural Anthropology and Global Business (pp. 1-10 and 24-28) <u>The Importance of Business Anthropology - Jordan</u> (D2L)
May 25	History of Business and Anthropology: Jordan Ch 2. A History of Anthropology in Western Organizational Life.
May 27	Culture: Jordan Ch 4. Seeing Cultural Groupings, Chapter 10. The Importance of Holism; Ferraro Ch 1. Cultural Anthropology and Global Business (pp. 11-24).
June 1	Midterm Exam 1 Fieldwork in Organizations: Jordan Ch. 3. Techniques for Conducting Fieldwork in Business Organizations, 2; and Jordan Ch. 7, Design Anthropology. Ethics: Jordan Ch 5. Ethical Concerns
June 3	Organizations: Jordan Ch 8, Organizational Anthropology
June 8	Organizations: Jordan Ch 8. Organizational Anthropology. <u>Leading by Leveraging Culture - Chatman and Chia</u> (D2L)
June 10	Consumer Behaviour: Jordan Ch 6. Marketing and Consumer Behaviour. <u>Understanding the Rise of Consumer Ethnography - de Waal Malefyt</u> (D2L)
June 15	Midterm Exam 2 Consumer Behaviour
Jun 17	Consumer Behaviour and Cultural Trends
Jun 22	Culture Types. Ferraro Ch 2. Lenses for Understanding Culture and Cultural Differences. Language Contrasting Cultural values Ferraro Ch 3 Language. Ferraro Ch 3. Communicating Across Cultures, The Non-Verbal Dimension, Ch 4 Communicating Across Cultures: Language, Ch 5. Negotiating Across cultures Ferrar0.
Jun 24	Culture Shock and Globalization: Ferraro Ch 7. Coping with Culture Shock, Ferraro Ch 8, Developing Global Managers, Jordan Ch 9. Understanding Issues of Globalization, Ch 11. Where do we go from here.
Jun 27, 29-30	Final Exam exact date, time, and place TBA