

Anthropology 303.01
Business in Cultural Context
Spring 2016

Location: MFH 160

Time: MW 9:00-11:45

Instructor: Dan Houser

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Office: ES602J

Office Hours: Wednesdays, 12-1 pm

Course Description:

This course is focused around 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 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 introducing and exploring the 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 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 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 dealing with 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 Brody 2013. *The Cultural Dimension of Global Business* (7th edition) 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* (2nd edition) Waveland Press.
ISBN-13: 978-1577668275
2. Tian et al 2012. *Advanced Readings in Business Anthropology* (2nd edition)
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 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 (Anth303) 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.

Assessment:**1. Mid-term exam 1:**

- 25% of final grade
- Date: May 18th

2. Mid-term exam 2:

- 25% of final grade
- Date: June 6th

3. Final Exam:

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: TBA

Exams are a 50% multiple choice and 50% short answer split.

Note: Exams are not cumulative.

4. Business and Anthropology Intersection Assignment

- 10%
- Details to follow

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.

May 9	Introduction: Ferraro Ch. 1 Cultural Anthropology and Global Business (pp. 1-10 and 24-28), The Importance of Business Anthropology - Jordan (D2L)
May 11	History of Business and Anthropology: A History of Business Anthropology
May 16	Culture: Ferraro Ch. 1 Cultural Anthropology and Global Business (pp. 11-24)
May 18	Midterm Exam 1 Ethics, Leading by Leveraging Culture – Chatman and Chia (D2L)
May 23	No class – Victoria Day
May 25	Organizations: Organizational Anthropology, fieldwork in organizations
May 30	No class – U of C Congress
June 1	No class – U of C Congress
June 6	Consumer: Understanding the Rise of Consumer Ethnography – de Waal Malefyt (D2L)
June 6	Midterm Exam 2 Consumer Behaviour
June 8	Consumer behavior, cultural trends
June 13	Culture Types: Ferraro Ch. 2 Lenses for Understanding Culture and Cultural Differences. Language Contrasting Cultural values Ferraro Ch. 3
June 15	Guest speaker

June 20	Language: Ferraro Ch. 3 Communicating Across Cultures, The Non-Verbal Dimension, Ch. 4 Communicating Across Cultures: Language, Ch. 5 Negotiating Across cultures Ferraro.
June 22	Culture Shock and Globalization: Ferraro Ch. 7 Coping with Culture Shock, Ferraro Ch. 8, Developing Global Managers
June 27	Guest Speaker, Assignment Due
June 29	TBA
July 4-15	Final Exam exact date, time, and place TBA

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 will also be subject to additional University sanctions. Students are expected to be familiar with the Department of Anthropology and Archaeology’s policy on intellectual honesty.

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 and require academic accommodation, you need to register with Student Accessibility Services.

Please contact their office at: 220-8237

URL: <http://www.ucalgary.ca/access/>

Students who have not registered with Student Accessibility Services 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.

USRI:

At the University of Calgary, feedback furnished by students through the Universal Student Ratings of Instruction (USRI) survey provides valuable information to help with evaluating instruction, enhancing learning and teaching, and selecting courses (www.ucalgary.ca/usri).

Your responses are appreciated - please participate in USRI Surveys.

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 Office (ES 620) for distribution. Any student not wishing to have their work placed in the office must make alternate arrangements with the course instructor early in the term.