

The Department of Anthropology and Archaeology

Anthropology 303 Business in Cultural Context

Spring 2018

Course Outline

Location: EDC 179.

Time: Monday and Wednesday 9:00 am to 11:45 am

Instructor: Dr Teresa Stevens MBA

TA: David Achuroa

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Office: ES 602

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Hours: Wednesdays 1:00pm to 3:00pm or by appointment.

Hours:

Prerequisites: none

COURSE DESCRIPTION

Globalization and Immigration have transformed organizations all over the world. Most Canadian corporations are engaged with multinational trade and Canadian organizations deal with cross-cultural issues even without leaving the Canadian borders, by having an increasingly diverse labour force

In order to succeed, organizations need globally literate leaders who can manage their teams through cross cultural barriers. Dealing with people from diverse cultures does not come naturally; it requires thought, effort and mastering cultural research tools.

The focus of this course is to expose the student to the subtleties and complexities of working in different cultural environments and multicultural teams, as well as to present how Anthropology and its research tools can be used by corporations to reach across cultural boundaries and to promote cross-cultural understanding and communication. Experiential exercises, guest speakers, films, and cases involving cross-cultural scenarios will provide participants with an opportunity to witness the challenges and opportunities of working in a global context as well as to understand and examine their cultural profile and hidden biases.

TEXTBOOKS/READINGS

1. Ferraro, Gary P.

2017 *The Cultural Dimension of International Business*, Prentice Hall

2. Meyer, Erin.

2014. *The Culture Map. Breaking through the Invisible Boundaries of Global Business.*
PublicAffairs Books

3. Links to additional readings will be made available through D2L

COURSE LEARNING OUTCOMES:

By the end of the course students will be expected to:

1. Describe some of the problems of working in, and doing business with, international organizations
2. Use the ethnographic method to observe, describe and interpret cultural behaviours
3. Develop an awareness of different cultural backgrounds and develop an appreciation for cultural diversity
4. Recognize cultural variations in communication styles, and develop strategies on how to communicate effectively in different cultural scenarios.
5. Identify the characteristics of Culture Shock and some strategies to minimize it
6. Recognize the key skills required to handle business negotiations in an international context.
7. Identify business practices that promote cultural diversity and the advantages as well as concerns that come from working in multicultural teams such as recruitments and promotions.

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 selected textbooks 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

The desire to Learn (D2L)

All course materials and information, as well as unofficial grades, will be posted on D2L

Email Policy

Please use your U of C email address in all emails. Most of the time, you can expect a reply to an email within 48 hours. Please do NOT expect an immediate reply. Always email in a professional manner using your first and last name.

Cell Phone and Laptop/Tablet Policy

Cell phones must be turned off during the class except when in use for Top Hat Monocle (see below). 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. You may lose grades if more than two classes are missed.

ASSESSMENT

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

<u>Assessment</u>	<u>Date</u>	<u>Weight</u>
Midterm	May 30	35%
Group Assignment	June 20	35%
Final Exam	**	30%

** Registrar Scheduled, June 29-30 Exact date, time, and place TBA

GRADING SYSTEM:

Each assessment 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:

A student who is absented from a test for legitimate reasons must discuss an alternative course of action with the instructor. The instructor at their discretion may transfer the percentage weight for the test to the final examination, if there is a final examination in the course, set another test, etc. An instructor will normally make this decision on the basis of verbal information provided by the student. In the event that an instructor feels that they cannot judge the veracity of the information provided, Students must be aware that they are responsible for payment of any charge associated with the medical assessment and documentation as this service falls outside the realm of services provided by the Provincial Health Care Plan. 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 a 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

TEACHING EVALUATIONS / USRI (Universal Student Ratings of Instruction)

At the University of Calgary, feedback provided 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. 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 Website: 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

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

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 14	<ul style="list-style-type: none"> • Course introduction • Anthropology & Int. Business 	<ul style="list-style-type: none"> • Ferraro Ch1, p 1 -10 • Malinowski Bronislaw.1922. Introduction. The Subject, Method and Scope of This Inquiry.<i>Argonauts of the Western Pacific [electronic resource: Prospect Heights, Ill. Waveland Press, 1978.</i>
May 16	<ul style="list-style-type: none"> • What is Culture? 	<ul style="list-style-type: none"> • Ferraro Ch1, p 10-26 <p>Swartz, David L, 2013,.Ch. 3 Capitals and Fields of Power <i>Symbolic Power, Politics, and Intellectuals: The Political Sociology of Pierre Bourdieu. p 47-78</i></p>
May21	Cultural Values	<ul style="list-style-type: none"> • Meyer, Introduction; Ch4,6,8 • Ferraro Ch2
May23	Language and Communication	<ul style="list-style-type: none"> • Ferraro Ch 4; • Meyer Ch1,2,3 • Midterm Review
May 28	Victoria Day. No Class	

May 30	<u>MID-TERM EXAM – 1 HOUR</u> Non-Verbal Communications	<ul style="list-style-type: none"> • Ferraro Ch 3
June 4	Culture Shock.	<ul style="list-style-type: none"> • Guest speaker • Ferraro Ch 10
June 6	Negotiation Across Cultures.	<ul style="list-style-type: none"> • Guest Speaker • Ferraro Ch 5; • Meyer Ch 3,7
June 11	Cross-Cultural teams. Diversity Management	<ul style="list-style-type: none"> • Guest Speaker • Ferraro Ch 6 • Hector N. Qirko 2012. Applied Anthropology and Business Diversity Management. <i>International Journal of Business Anthropology</i> vol. 3(2) October 1, 2012
June 13	Cross-Cultural Teams cont.	Teamwork assignment presentations
June 18	International Marketing	<ul style="list-style-type: none"> • Ferraro Ch 8
June 20	Teamwork assignment presentation.	<ul style="list-style-type: none"> • Ferraro Ch 9,10 • Meyer Ch4 • Final exam review
June 28-30	Final Exam. Exact Date, time and place TBA	