

# The Department of Anthropology and Archaeology

## Anthropology 303 Business in Cultural Context

### Spring 2020

### Course Outline

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

Instructor: Teresa Stevens

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**Office Hours:** by appointment

#### **COURSE DESCRIPTION**

Globalization and Immigration have transformed organizations all over the world. Most Canadian corporations are engaged in some sort of multinational trade and negotiations, and deal at home with cross-cultural issues with an increasingly diverse labour force and serving a mosaic of ethnic communities that have made Canada their home.

To succeed, organizations need globally literate leaders who can manage teams through cross-cultural barriers. Dealing with people from diverse cultures does not come naturally; it requires self-awareness, personal commitment, knowledge, and mastering intercultural communication skills.

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. 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 background, biases and preferences.

#### **TEXTBOOKS/READINGS**

##### **1. Ferraro, Gary P.**

2017            *The Cultural Dimension of International Business*, 8<sup>th</sup> Edition. Routledge

##### **2. Meyer, Erin.**

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

Additional reading material might be posted through D2L

## **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 within international organizations
2. Use the ethnographic method to observe, describe and interpret cultural behaviours
3. Develop an awareness of their cultural background and develop an appreciation for cultural diversity
4. Recognize cultural variations in communication styles, and how to communicate effectively in different cultural scenarios
5. Identify the characteristics of Culture Shock and some strategies to minimize it
6. Recognize the critical 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 arise from working in multicultural teams

## **COURSE FORMAT.**

The course will be delivered in a Synchronous way, using the Zoom platform for the Lectures. Participants will receive an invitation to attend the class/ meeting at least one hour before the class starts.

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. Additional readings posted on the course website might be required.

### **Desire to Learn (D2L)**

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

### **Email Policy**

Most of the time, you can expect a reply to an email within 24 hours. Please do NOT expect and immediate response. You should also know that we will only rarely reply to emails on the weekends. We will not respond to emails that are not signed at least with your first name.

## **ATTENDANCE AND PARTICIPATION**

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

## **ASSESSMENT**

Exams will be multiple-choice, delivered through D2L.

**The final exam will be non-cumulative.**

<u>Item</u>	<u>Due Date</u>	<u>Weight</u>
Midterm	May 27	<b>35%</b>
Group Assignment	Multiple deadline dates	<b>30%</b>
Final Exam	Registrars Schedule	<b>35%</b>

### **GRADING SYSTEM:**

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

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

### **ACADEMIC MISCONDUCT**

The University expects Students to conduct Academic Activities with integrity and intellectual honesty and to recognize the importance of pursuing and transmitting knowledge ethically. “Academic Misconduct” includes such things as Cheating, Falsification; Plagiarism, Unauthorized Assistance and failure to comply with exam regulations or an Instructor’s expectations regarding conduct required of Students completing academic assessments. Academic Misconduct is a serious form of intellectual dishonesty with significant consequences. Students who participate in, or encourage the commission of, Academic Misconduct will be subject to disciplinary action which could include Probation, Suspension, or Expulsion from the University. For more information see the Student Academic Misconduct Policyic assessments. Academic Misconduct is a serious form of intellectual dishonesty with significant consequences. Students who participate in, or encourage the commission of, Academic Misconduct will be subject to disciplinary action which could include Probation, Suspension, or Expulsion from the University.

For more information see the Student Academic Misconduct Policy  
(<https://www.ucalgary.ca/policies/files/policies/student-academic-misconduct-policy.pdf>)

### **DEFERRED EXAMS AND ASSIGNMENTS**

- Any student who is absent from a test or similar work for legitimate reasons must discuss an alternative course of action with the instructor.
- Students may be asked, and are encouraged, to provide supporting documentation for a deferred examination, a prolonged absence, an exemption/special request, etc.
- The decision to provide supporting documentation that best suits the situation is at the discretion of the student.
- This could be medical certificate/documentation, references, police reports, invitation letter, third party letter of support or a statutory declaration etc. Note: falsifying any of these documents may result in disciplinary action.
- Students cannot be required to provide specific supporting documentation, such as a medical note.
- Based on the information provided by the student, instructors may transfer the percentage weight for the assessment to another component of the course, such as the final examination, set another assessment, or make alternative arrangements.
- Students who request multiple deferred exams will be required to meet with a faculty advisor, the Student Success Centre or Student Wellness Services after the fourth deferred exam request; this is cumulative and applies to all studies pursued at the University of Calgary.
- Note: This year the Department will be setting up a weekly schedule for deferred exams invigilated by a graduate student. More information to follow
- Deferral of Term Work
  - Should a request to defer term work (papers, projects, tests etc. identified on the course outline that is due on or prior to the last day of classes) exceed the end of the term, a Deferral of Term Work form (available at: [ucalgary.ca/registrar](http://ucalgary.ca/registrar)) must be completed and submitted to the Office of the Registrar and are granted at the discretion of the Dean and are normally granted for 30 days beyond the last day of the term
  - Deferred final examinations are scheduled by the Office of the Registrar
  - A deferred final examination will be different in content and/or format from the original final examination.

## **INSTRUCTOR INTELLECTUAL PROPERTY**

Lectures, demonstrations, performances, and any other course material provided by an instructor includes copyright protected works under the Copyright Act and all forms of electronic or mechanical recording of lectures, laboratories, tutorials, presentations, performances, electronic (computer) information, the duplication of course material, and to the translation of recordings or transcriptions of any of these materials to another form by electronic or mechanical means by students is not permitted, except.

- As a formal accommodation as assessed by the Student Accessibility Services and only for individual private study and only at the discretion of the instructor.
- With the permission of the instructor, students without a formal accommodation may audio record lectures, provided that the student and instructor sign a release form available from departmental and faculty offices. A copy of the Release form shall be retained by the instructor and by the department in which the course is offered. Any audio recording by students is permitted only for the purposes of

private study by the individual student. Students may not distribute, email or otherwise communicate these materials to any other person.

- For any other use, whether by duplication, transcription, publication, sale or transfer of recordings, written approval must be obtained from the instructor for the specific use proposed.
- Any use other than that described above (e.g. distributing, emailing or otherwise communicating these materials to any other person, constitutes academic misconduct and may result in suspension or expulsion.
- Students are encouraged to make notes of classroom discussions, lectures, demonstrations etc.
- See Section E. below

## **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. The Department of Anthropology and Archaeology keeps exams and any term work not picked up for a minimum of one year after which it is destroyed. Please refer to the following link for detailed information: <http://www.ucalgary.ca/legalservices/foip>

## **ACADEMIC ACCOMODATIONS**

It is the student's responsibility to request academic accommodations according to the University policies ([ucalgary.ca/access/accommodations/policy](http://ucalgary.ca/access/accommodations/policy)) Students requesting an Accommodation on the basis of Disability are required to register with Student Accomodation Services (SAS) by submitting a Request for Accommodation in accordance with the Procedure for Accommodations for Students with Disabilities (<https://www.ucalgary.ca/policies/files/policies/procedure-for-accommodations-for-students-with-disabilities.pdf>). SAS will issue a Letter of Accommodation which must be presented to either designated contact person within the Department or the appropriate Instructors within 10 days of the beginning of term. Students needing an Accommodation in relation to their coursework or to fulfil requirements for a graduate degree, based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to their Instructor or the Department Head/Dean or to the designated contact person in their Faculty.

## **COPYRIGHT LEGISLATION:**

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright ([www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf](http://www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf)) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

## SUPPORT AND RESOURCES:

Non course-specific related information is found on the Office of the Registrar's website:  
<https://www.ucalgary.ca/registrar/registration/course-outlines>

## 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.

<b>May 6</b>	Course Introduction	<b>Course Outline</b>
<b>May 11</b>	Anthropology and international Business. What is Culture?	<b>Ferraro Ch 1</b>
<b>May 13</b>	Anthropology & Int. Business	<b>Ferraro Ch 1</b> <b>Additional suggested ( not required) reading:</b> <b>Malinowski B.1922,</b> Introduction. The Subject, Method and Scope of This Inquiry, Malinowski B., <i>Argonauts of the Western Pacific</i> [electronic resource: Prospect Heights, Ill. Waveland Press, 1978.
<b>May 18</b>	<b>Victoria Day. No Class</b>	
<b>May 20</b>	Cultural Values	Ferraro Ch 2 Meyer, Introduction; Ch 4,5, 8
<b>May 25</b>	Language and Communication	Ferraro Ch 4; Meyer Ch1,2,3 •
<b>May 27</b>	Midterm Exam	
<b>June 1</b>	Non-Verbal Communications	Ferraro Ch 3
<b>June 3</b>	Culture Shock.	Ferraro Ch 10 Guest speaker
<b>June 8</b>	Cross-Cultural teams. Diversity Management	Ferraro Ch 6 Meyer Ch 6, 9
<b>June 10</b>	Negotiation Across Cultures International Marketing	Ferraro Ch 5, 8 Meyer Ch 3,7
<b>June 15</b>	<b>Team Assignments presentations</b>	
<b>June 17</b>	Cultural Competence	