

**Anthropology 303.01
Business in Cultural Context
Winter 2012**

Location: EDC 179

Instructor: Dr. Chris Holdsworth

email: choldwor@ucalgary.ca

Office: SS 840

Office Hours: MWF 1-2 pm or by appointment

Time: MWF 11:00 – 11:50 am

TA: Kayley Evans

TA email

Office:

Office Hours:

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 and 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 POLICY

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

REQUIRED TEXTS:

1. Ferraro, Gary, 2009. *The Cultural Dimension of International Business* (6th edition) Prentice Hall. ISBN-13: 978-0131927674
2. Jordan, Ann: 2003. *Business Anthropology* Waveland Press. ISBN: 978-1-57766-213-6

Additional readings will be made available through Blackboard

COURSE LEARNING OBJECTIVES:

1. To gain 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.

COURSE DESCRIPTION:

This course explores the role of culture in the organization and management of companies and the various cultural contexts in which they operate. It also looks at how anthropological methods can be used to improve business processes both domestically and internationally. The course begins by exploring the nature of business and the nature of culture, and how anthropological methods can be used to understand and improve "corporate cultures", develop new products, and market effectively to



consumers. Globalization has meant that most Canadian corporations are not only increasingly engaged in international trade and negotiation, but also have an increasingly ethnically diverse workforce. The course thus finished by examining how an understanding of cultural diversity can be used to improve international negotiations and marketing.

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.

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:

- 20% of final grade
- Date: January 27

2. Mid-term exam 2:

- 20% of final grade
- Date: February 15

3. Mid-term exam 3:

- 20% of final grade
- Date: March 14

4. Final Exam:

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: April 16-25, exact date, time, and place TBA

Additional information about the assignments and 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.

Mon Jan 9	Introduction: Jordan Introduction, Ferraro Ch 1
Wed Jan 11	Introduction: Jordan Introduction, Ferraro Ch 1
Fri Jan 13	Basic Concepts: Business
Mon Jan 16	History of Business and Anthropology Jordan Ch 1
Wed Jan 18	History of Business and Anthropology Jordan Ch 1
Fri Jan 20	Culture: Jordan Ch 3, Ferraro Ch 2
Mon Jan 23	Culture: Jordan Ch 3, Ferraro Ch 2
Wed Jan 25	Culture: Jordan Ch 3, Ferraro Ch 2 Holism: Jordan Ch 9
Fri Jan 27	Midterm Exam 1
Mon Jan 30	Ethnography in Organizations Jordan CH 2
Wed Feb 1	Ethnography in Organizations Jordan CH 2 Myth
Fri Feb 3	Ethnography in Organizations Jordan CH 2
Mon Feb 6	Ethnography in Organizations Jordan CH 2
Wed Feb 8	Ethics Jordan Ch 4 and 5
Fri Feb 10	Ethics Jordan Ch 4 and 5
Mon Feb 13	New Product Design: Jordan Ch 6
Wed Feb 15	Midterm Exam 2
Fri Feb 17	Organizational Culture: Jordan Ch 7
Mon Feb 20	No Class Reading Week
Wed Feb 22	No Class Reading Week
Fri Feb 24	No Class Reading Week
Mon Feb 27	Organizational Culture: Jordan Ch 7
Wed Feb 29	Organizational Culture: Jordan Ch 7
Fri Mar 2	Organizational Culture: Jordan Ch 7
Mon Mar 4	Consumer Behaviour: Jordan Ch 8
Wed Mar 6	Consumer Behaviour: Jordan Ch 8
Fri Mar 8	Consumer Behaviour: Jordan Ch 8
Mon Mar 12	Consumer Behaviour: Jordan Ch 8
Wed Mar 14	Midterm Exam 3
Fri Mar 16	Cultural Trends and Consumer Behaviour
Mon Mar 19	Cultural Trends and Consumer Behaviour
Wed Mar 21	Cultural Trends and Consumer Behaviour
Fri Mar 23	Language Ferraro Ch 3 and Ch 4
Mon Mar 26	Language Ferraro Ch 3 and Ch 4
Wed Mar 28	Contrasting Cultural values Ferraro Ch 5
Fri Mar 30	Contrasting Cultural values Ferraro Ch 5
Mon Apr 2	Contrasting Cultural values Ferraro Ch 5
Wed Apr 4	Negotiating Across cultures Ferraro Ch 6
Fri Apr 6	No Class – Good Friday
Mon Apr 9	Negotiating Across cultures Ferraro Ch 6
Wed Apr 11	Coping with Culture Shock Ferraro Ch 7
Fri Apr 13	Last Class - review
Apr -16-25	Final Exam. Exact date, time, and place TBA.