

The Department of Anthropology and Archaeology

Anthropology 303 Business in Cultural Context Spring 2019 Course Outline

Location: ES162

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

Instructor: Teresa Stevens PhD, MBA

TA:

email: mariateresa.stevens@ucalgary.ca

email

Office: ES 602

Office: TBA

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

Hours: TBA

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, by having an increasingly diverse labour force and customers, deal with cross-cultural issues even without leaving the Canadian borders.

In order to succeed, organizations need globally literate leaders who can manage their teams through cross cultural challenges. 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.

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 their cultural background and develop an appreciation for cultural diversity

4. Recognize cultural variations in communication styles, and how to communicate in different cultural scenarios effectively
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 recruitment and promotions.

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 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.

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.

ASSESSMENT

Exams will be multiple choice and **are not cumulative**.

Item	Due Date	Weight
Midterm 1	May 22	35%
Group Assignment Presentations	June 3,5	30%
Final Exam Registrar Scheduled Wednesday, June 19, 2019 to Friday, June 21, 2019 Exact date, time, and place TBA		35%

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

Additional Information:

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:

A student who is absent 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 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.

Date	Topic	Reading materials
May 6	• Course introduction	Course outline

May 8	<ul style="list-style-type: none"> • Anthropology and international Business • What is Culture? 	<ul style="list-style-type: none"> • Ferraro Ch 1, • Additional suggested readings: Malinowski B.1922, 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.
May 13	Cultural Values	<ul style="list-style-type: none"> • Meyer, Introduction; Ch4,6 • Ferraro Ch2
May 15	<ul style="list-style-type: none"> • Language and Communication 	<ul style="list-style-type: none"> • Ferraro Ch 4; • Meyer Ch1,2,3 • Midterm Review
May 20	<ul style="list-style-type: none"> • Victoria Day. No Class 	<ul style="list-style-type: none"> •
May 22	<ul style="list-style-type: none"> • MID-TERM EXAM – 1 HOUR • Non-Verbal Communications 	<ul style="list-style-type: none"> • Ferraro Ch 3
May 27	<ul style="list-style-type: none"> • Culture Shock. 	<ul style="list-style-type: none"> • Ferraro Ch 10 • Guest speaker
May 29	<ul style="list-style-type: none"> • Negotiation Across Cultures. 	<ul style="list-style-type: none"> • Ferraro Ch 5; • Meyer Ch 3,7
June 3	<ul style="list-style-type: none"> • Cross-Cultural teams. • Diversity Management 	<ul style="list-style-type: none"> • Ferraro Ch 6 • • Suggested Readings: Hector N. Qirko 2012. Applied Anthropology and Business Diversity Management. International Journal of Business Anthropology vol. 3(2) October 1, 2012
June 5	Cross-Cultural Teams cont.	
June 10	International Marketing	<ul style="list-style-type: none"> • Ferraro Ch 8 , 9, 10
June 12	Teamwork Assignment Presentation.	
June 17	Cont. Assignment presentations. Review for Final Exam.	
Jun 19-21	Final Exam. Exact Date, time and place TBA	