

**Anthropology 303.01
Business in Cultural Context
Fall 2011**

Location: CHC 119

Instructor: Dr. Chris Holdsworth

email: choldwor@ucalgary.ca

Office: SS 840

Office Hours: MWF 9-10:45 pm or by appointment

Time: MWF 11.00am – 11:50 am

TA:

TA email

Office:

Office Hours:

Blackboard: All course materials and information, as well as unofficial grades, will be posted on the U of C Blackboard.

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 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:

Companies possess unique sets of values, customs, traditions and meanings. Such "corporate cultures" not only embody the vision of the company but also influence its

ethical standards and managerial practices. Companies, to be successful, must also 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. This course explores the uses of anthropology to understand these companies and the various cultural contexts in which they operate.

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: September 30

2. Mid-term exam 2:

- 20% of final grade
- Date: October 19

3. Mid-term exam 3:

- 20% of final grade
- Date: November 9

4. Final Exam:

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: Dec 12 – Dec 21, 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 Professional Faculties Food Court and the Education Block 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 Sept 12	Introduction: Jordan Introduction, Ferraro Ch 1
Wed Sept 14	Basic Concepts: Business
Fri Sept 15	History of Business and Anthropology Jordan Ch 1
Mon Sept 19	History of Business and Anthropology Jordan Ch 1
Wed Sept 21	Culture: Jordan Ch 3, Ferraro Ch 2
Fri Sept 23	Culture: Jordan Ch 3, Ferraro Ch 2
Mon Sept 26	Culture: Jordan Ch 3, Ferraro Ch 2
Wed Sept. 28	Holism: Jordan Ch 9
Fri Sept 30	Midterm Exam 1
Mon Oct 3	Ethnography in Organizations Jordan CH 2
Wed Oct 5	Ethnography in Organizations Jordan CH 2
Fri Oct 7	Ethnography in Organizations Jordan CH 2
Mon Oct 10	Thanksgiving No Class
Wed Oct 12	Ethnography in Organizations Jordan CH 2
Fri Oct 14	Ethics Jordan Ch 4 and 5
Mon Oct 17	Product Design: Jordan Ch 6
Wed Oct 19	Midterm Exam 2
Fri Oct 21	Organizational Anthropology: Jordan Ch 7
Mon Oct 24	Organizational Anthropology: Jordan Ch 7
Wed Oct 26	Organizational Anthropology: Jordan Ch 7
Fri Oct 28	Language Ferraro Ch 3 and Ch 4
Mon Oct 31	Language Ferraro Ch 3 and Ch 4
Wed Nov 2	Consumer Behaviour: Jordan Ch 8
Fri Nov 4	Consumer Behaviour: Jordan Ch 8
Mon Nov 7	Consumer Behaviour: Jordan Ch 8
Wed Nov 9	Midterm Exam 3
Fri Nov 11	Reading day No Class
Mon Nov 14	Consumer Behaviour: Jordan Ch 8
Wed Nov 16	Cultural Trends and Consumer Behaviour
Fri Nov 18	Cultural Trends and Consumer Behaviour
Mon Nov 21	Cultural Trends and Consumer Behaviour
Wed Nov23	Social Inequality: Class, Race, Caste (Ch. 12)
Fri Nov 25	Contrasting Cultural values Ferraro Ch 5
Mon Nov 28	Contrasting Cultural values Ferraro Ch 5
Wed Nov 30	Contrasting Cultural values Ferraro Ch 5
Fri Dec 2	Negotiating Across cultures Ferraro Ch 6
Mon Dec 4	Negotiating Across cultures Ferraro Ch 6
Wed Dec 6	Coping with Culture Shock Ferraro Ch 7
Fri Dec 9	Last Class - review
Dec 12 – Dec 21	Final Exam. Exact date, time, and place TBA