

**Anthropology 303.01  
Business in Cultural Context  
Fall 2014**

**Location:** KNB 132

**Instructor:** Dr. Chris Holdsworth

**email:** [choldwor@ucalgary.ca](mailto:choldwor@ucalgary.ca)

**Office:** ES 710B

**Office Hours:** Tues. 4:45-5:45 pm  
or by appointment.

**Time:** Tues 6:00-8:50 pm

**TA:** Daniela Navia

**email:**

**Office** ES720

**Office Hours:**

or by appointment

**COURSE DESCRIPTION:**

The focus of this course is the influence culture has on business. Companies possess unique sets of values, customs, traditions and meanings. Such "corporate cultures" embody not only 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.

The course begins by exploring the challenges businesses face and a general understanding of the anthropological concept of culture. After a brief history of the relationship between anthropology and business we look at how anthropological methods can be used to conduct fieldwork in organizations as well as understand consumers and design new products. This is followed by exploring the role of culture in organizations and how organizations can use this knowledge to advantage. We then look at the role culture plays in consumer decision making, and how current cultural trends impact the future of business. The course concludes with an exploration of the implications of conducting business in different cultural contexts as well dealing with a multicultural workforce.

**COURSE OBJECTIVES:**

1. To acquire 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.
4. To develop critical thinking and writing skills through discussing issues in class.

**REQUIRED TEXTS:**

1. Ferraro, Gary, and Elizabeth Briody 2013. *The Cultural Dimension of Global Business* (7th edition) Prentice Hall. ISBN-13: 978-0-205-83559-1
2. Jordan, Ann: 2013. *Business Anthropology* (2<sup>nd</sup> Ed). Waveland Press. ISBN-13: 978-1577668275
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****Desire to Learn (D2L)**

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

**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/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.

**TopHat**

- Students are required to set up a Top Hat (TH) account. TH will be used to assess participation and comprehension which are grade components (see below) for the course. The university has a site license for the application and accounts can be set up at <https://app.tophat.com/register/student/>
- The TH URL for the course is: <https://app-ca.tophat.com/e/830805>
- The password for the course is: Business (case sensitive)

**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:**

- 25% of final grade
- Date: Sept 30

### **2. Mid-term exam 2:**

- 25% of final grade
- Date: Oct 28

### **3. Final Exam:**

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: Dec 8-18, exact date, time, and place TBA

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

### **4. Participation**

- Top Hat
- 10%

## **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 will 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 and require academic accommodation you need to register with Student Accessibility Services. Please contact their office at 220-8237. <http://www.ucalgary.ca/access/> Students who have not registered with Student Accessibility Services 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 MacEwan Student Centre - North Courtyard and the University Theatre – Lobby shall be used as a secondary assembly point.

## USRI

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/>

## 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.

Sept 9	<b>Introduction:</b> Jordan Ch 1 The Anthropological Approach Ferraro Ch 1 Cultural Anthropology and Global Business (pp. 1-10 and 24-28) <u>The Importance of Business Anthropology - Jordan</u> (D2L)
Sept 16	<b>History of Business and Anthropology:</b> Jordan Ch 2. A History of Anthropology in Western Organizational Life.
Sept 23	<b>Culture:</b> Jordan Ch 4. Seeing Cultural Groupings, Chapter 10. The Importance of Holism; Ferraro Ch 1. Cultural Anthropology and Global Business (pp. 11-24). <b>Fieldwork in Organizations:</b> Jordan Ch. 3. Techniques for Conducting Fieldwork in Business Organizations, 2; and Jordan Ch. 7, Design Anthropology.
Sept 30	<b>Midterm Exam 1 Ethics:</b> Jordan Ch 5. Ethical Concerns
Oct 7	<b>Organizations:</b> Jordan Ch 8, Organizational Anthropology
Oct 14	<b>Organizations:</b> Jordan Ch 8. Organizational Anthropology. <u>Leading by Leveraging Culture - Chatman and Chia</u> (D2L)
Oct 21	<b>Consumer Behaviour:</b> Jordan Ch 6. Marketing and Consumer Behaviour. <u>Understanding the Rise of Consumer Ethnography - de Waal Malefyt</u> (D2L)

Oct 28	<b>Midterm Exam 2 Consumer Behaviour</b>
Nov 4	Consumer Behaviour and Cultural Trends
Nov 11	<b>NO CLASS</b> – Remembrance Day
Nov 18	<b>Culture Types.</b> Ferraro Ch 2.Lenses for Understanding Culture and Cultural Differences. Language Contrasting Cultural values Ferraro Ch 3 and,
Nov 25	<b>Language.</b> Ferraro Ch 3. Communicating Across Cultures, The Non-Verbal Dimension, Ch 4 Communicating Across Cultures: Language, Ch 5. Negotiating Across cultures FerrarO.
Dec 2	<b>Culture Shock and Globalization:</b> Ferraro Ch 7. Coping with Culture Shock, Ferraro Ch 8, Developing Global Managers, Jordan Ch 9. Understanding Issues of Globalization, Ch 11. Where do we go from here.
Dec 8-18	<b>Final Exam</b> exact date, time, and place TBA