

## Department of Anthropology and Archaeology

### Anthropology 303.01 Business in Cultural Context Fall 2018

**Location:** ST 140

**Instructor:** Dr. Chris Holdsworth

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

**Office:** ES 710B

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

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

**TA:** Pedrom Nasiri

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

**Office:** ES 722

**Hours:**

**PREREQUISITE:** None

#### **COURSE DESCRIPTION:**

This course focuses on 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.

#### **LEARNING OUTCOMES:**

By the end of the course students will be expected to:

1. Describe how an organization’s culture impacts its success and how it can be used help achieve strategic goals
2. Explain how the methods of anthropology can be used to develop new products and services.
3. Appreciate how the cultural context in which a corporation operates both domestically and internationally influences consumer behaviour and how this knowledge can be used to market effectively to customers at home and abroad.

4. Identify some of the issues and concerns with a multicultural workforce, such as recruitment and working in teams, and know how to remedy problems.

#### **REQUIRED TEXTS:**

1. Ferraro, Gary P. and Elizabeth K. Briody The Cultural Dimension of Global Business 8 edition 2017 Routledge ISBN-13: 978-1138202290
2. Links to additional readings will be made available through D2L

#### **RECOMMENDED TEXT**

Nardon, Luciana 2017. Working in a Multicultural World: A guide to developing intercultural competence. University of Toronto Press. ISBN: 978-1442637283

#### **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 survey class opinion and assess comprehension and for other participation purposes. There is no grade component attached to Top Hat 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 (join code) for the course is: 453874
- 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**

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

**1. Mid-term exam 1:**

- 30% of final grade
- Date: Oct 2

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

- 30% of final grade
- Date: Oct 30

**3. Final Exam:**

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: Dec 10-20, exact date, time, and place TBA

**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

**DEFERRED EXAMS:**

A student who is absent from a test for legitimate reasons must discuss an alternative course of action with the instructor. Deferral of the final exam requires Registrar approval. 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. Documentation supporting the reason for missing an exam may be required. Deferred exams may be in a different format than the regularly scheduled exam, e.g. essay style questions instead of multiple choice questions. 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

## 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 11	Introduction: Jordan, Ann T. 2010. The Importance of Business Anthropology. <i>International Journal of Business Anthropology</i> . Vol. 1(1):15-25. D2L
Sept 18	History of Business and Anthropology: A History of Business Anthropology.
Sept 25	Culture: Ferraro and Briody Ch 1 Fieldwork in Organizations:
Oct 2	<b>Midterm Exam 1 Ethics</b>
Oct 9	Organizations: Organizational Anthropology
Oct 16	Organizations: Organizational Anthropology. <a href="#">Leading by Leveraging Culture - Chatman and Chia</a>
Oct 23	Consumer Behaviour <a href="#">Understanding the Rise of Consumer Ethnography - de Waal Malefyt</a> ; Ferraro and Briody Chapter 8.
Oct 30	<b>Midterm Exam 2 Consumer Behaviour</b>
Nov 6	Consumer Behaviour. Ferraro and Briody Chapter 8.
Nov 13	<b>No Class: Term Break</b>
Nov 20	Cultural Trends
Nov 27	Culture Types. Ferraro and Briody Chapters 2 and 3.
Dec 4	Language. Culture Shock and Globalization Ferraro and Briody Chapters 3, 4 and 5. Chapter 10.
Dec 10-20	Final Exam exact date, time, and place TBA

## 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 University of Calgary’s policy on intellectual honesty

## 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 behaviour 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](mailto:ascarts@ucalgary.ca)

Website: [arts.ucalgary.ca/undergraduate/](http://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](mailto:arts4@su.ucalgary.ca)

**Ombudsman`s office:** <http://www.ucalgary.ca/ombuds/>