

# The Department of Anthropology and Archaeology

## Anthropology 303 Business in Cultural Context Fall 2019 Course Outline

**Location:** S140                      **Time:** Wednesday 6:00 pm to 8:45 pm  
**Instructor:** Teresa Stevens PhD, MBA    **TA:** Madelyn Knaub  
**email:** mariateresa.stevens@ucalgary.ca    **email:** madelyn.knaub@ucalgary.ca  
**Office:**    **Office:** TBA  
**Hours:** Wednesdays 4:00 to 6:00 pm 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. 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 personal biases.

### 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 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 within international organizations
2. Use the ethnographic method to observe, describe and interpret cultural behaviours
3. Develop an awareness of their own cultural background and develop an appreciation for cultural diversity
4. Recognize cultural variations in communication styles, and how to communicate effectively in different cultural scenarios
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.

### **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. Attendance will be recorded

## ASSESSMENT

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

<u>Item</u>	<u>Due Date</u>	<u>Weight</u>
Midterm 1	Oct 9	25%
Midterm 2	Nov 13	35%
Final Exam Registrar Scheduled Exact date, time, and place TBA	December 6 – onward	40%

## 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:

<b>A+</b> 94.9–100	<b>A</b> 89.9–94.8%	<b>A-</b> 84.9–89.8 %
<b>B+</b> 79.9–84.8 %	<b>B</b> 74.9–79.8 %	<b>B-</b> 70.9–74.8 %
<b>C+</b> 66.9–70.8 %	<b>C</b> 62.9–66.8 %	<b>C-</b> 58.9–62.8 %
<b>D+</b> 54.9 %– 58.8%	<b>D</b> 49.9–54.8 %	<b>F</b> 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. 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's (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](mailto:arts1@su.ucalgary.ca)

[arts2@su.ucalgary.ca](mailto:arts2@su.ucalgary.ca)

[arts3@su.ucalgary.ca](mailto:arts3@su.ucalgary.ca)

[arts4@su.ucalgary.ca](mailto: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
Sep 11	<ul style="list-style-type: none"> <li>• Course introduction</li> </ul>	Course outline
Sep 18	<ul style="list-style-type: none"> <li>• Anthropology and international Business</li> <li>• What is Culture?</li> </ul>	<ul style="list-style-type: none"> <li>• Ferraro Ch 1,</li> <li>• <b>Additional suggested readings:</b> 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.</li> </ul>
Sep 25	Cultural Values	Meyer, Introduction; Ch 4,6 <ul style="list-style-type: none"> <li>• Ferraro Ch 2</li> </ul>
Oct 2	<ul style="list-style-type: none"> <li>• Language and Communication</li> <li>• Midterm review</li> </ul>	<ul style="list-style-type: none"> <li>• Ferraro Ch 4;</li> <li>• Meyer Ch 1,2,3</li> </ul>
Oct 9	<ul style="list-style-type: none"> <li>• MID-TERM 1 EXAM –</li> </ul>	
Oct 16	<ul style="list-style-type: none"> <li>• Non-Verbal Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Ferraro Ch 3</li> </ul>

Oct 23	<ul style="list-style-type: none"> <li>• Culture Shock.</li> </ul>	<ul style="list-style-type: none"> <li>• Ferraro Ch 3 , 9, 10</li> <li>Guest speaker</li> </ul>
Oct 30	<ul style="list-style-type: none"> <li>• Negotiation Across Cultures</li> </ul>	<ul style="list-style-type: none"> <li>• Ferraro Ch 5;</li> <li>• Meyer Ch 3,7</li> </ul>
Nov 6	<ul style="list-style-type: none"> <li>• Cross-Cultural teams.</li> <li>• Diversity Management</li> <li>• Review Midterm 2</li> </ul>	<ul style="list-style-type: none"> <li>Ferraro Ch 6, 10</li> <li>• Meyer Ch 4,5,6</li> <li>• Suggested Reading: Quirko, Hector N. Applied Anthropology and Business Diversity Management. International Journal of Business Anthropology vol. 3(2) October 1, 2012</li> </ul>
Nov 13	Midterm 2	
Nov 20	International Marketing	<ul style="list-style-type: none"> <li>• Ferraro Ch 8 , 9</li> </ul>
Nov 27	Putting it all Together Global Dexterity Course Review	<ul style="list-style-type: none"> <li>• Meyer Epilogue</li> </ul>
Dec 6-	Final Exam. Exact Date, time and place TBA	

#### 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

#### Academic misconduct

The University expects Students to conduct Academic Activities with integrity and intellectual honesty and to recognize the importance of pursuing and transmitting knowledge ethically. “Academic Misconduct” includes such things as Cheating, Falsification; Plagiarism, Unauthorized Assistance and failure to comply with exam regulations or an Instructor’s expectations regarding conduct required of Students completing academic assessments. Academic Misconduct is a serious form of intellectual dishonesty with significant consequences. Students who participate in, or encourage the commission of, Academic Misconduct will be subject to disciplinary action which could include Probation, Suspension, or Expulsion from the University. For more information see the Student Academic Misconduct Policy (<https://www.ucalgary.ca/policies/files/policies/student-academic-misconduct-policy.pdf>)

## Instructor intellectual property

Lectures, demonstrations, performances, and any other course material provided by an instructor includes copyright protected works under the Copyright Act and all forms of electronic or mechanical recording of lectures, laboratories, tutorials, presentations, performances, electronic (computer) information, the duplication of course material, and to the translation of recordings or transcriptions of any of these materials to another form by electronic or mechanical means by students is not permitted, except.

- As a formal accommodation as assessed by the Student Accessibility Services and only for individual private study and only at the discretion of the instructor.
  - With the permission of the instructor, students without a formal accommodation may audio record lectures, provided that the student and instructor sign a release form available from departmental and faculty offices. A copy of the Release form shall be retained by the instructor and by the department in which the course is offered. Any audio recording by students is permitted only for the purposes of private study by the individual student. Students may not distribute, email or otherwise communicate these materials to any other person.
    - For any other use, whether by duplication, transcription, publication, sale or transfer of recordings, written approval must be obtained from the instructor for the specific use proposed.
  - Any use other than that described above (e.g. distributing, emailing or otherwise communicating these materials to any other person, constitutes academic misconduct and may result in suspension or expulsion.
  - Students are encouraged to make notes of classroom discussions, lectures, demonstrations etc.
- 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. The Department of Anthropology and Archaeology keeps exams and any term work not picked up for a minimum of one year after which it is destroyed. Please refer to the following link for detailed information:

<http://www.ucalgary.ca/legalservices/foip>

## Academic Accommodations

It is the student's responsibility to request academic accommodations according to the University policies.

Students requesting an Accommodation on the basis of Disability are required to register with Student Accommodation Services (SAS) by submitting a Request for Accommodation in accordance with the Procedure for Accommodations for Students with Disabilities

(<https://www.ucalgary.ca/policies/files/policies/procedure-for-accommodations-for-students-with-disabilities.pdf>). SAS will issue a Letter of Accommodation which must be presented to either designated contact person within the Department or the appropriate Instructors within 10 days of the beginning of term. Students needing an Accommodation in relation to their coursework or to fulfil requirements for a graduate degree, based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to their Instructor or the Department Head/Dean or to the designated contact person in their Faculty.

## Copyright

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright ([www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf](http://www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf)) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

### Support and Resources:

Non-course-specific related information can be found on the Office of the Registrar's website:

<https://www.ucalgary.ca/registrar/registration/course-outlines>

Note: information here includes

- Emergency Evacuation/Assembly Points
- Wellness and Mental Health Resources
  - Student Success Centre
  - Student Ombuds Office
- Student Union (SU) Information
  - Safewalk