Department of Anthropology and Archaeology

Anthropology 303.01
Business in Cultural Context
Fall 2020

Location: Online
Instructor: Dr. Chris Holdsworth
Email: choldwor@ucalgary.ca
Office: n/a
Phone: 403-220-3665
Hours: W 1:30-2:30 pm by Zoom
       or by appointment

Time: Asynchronous
TA: Mary Sine
Email: mary.sine@ucalgary.ca
Office: n/a
Phone: n/a
Hours: by appointment

PREREQUISITE: None

OFFICE HOURS
A weekly office hour with the instructor will be held every Wednesday (except reading week) from 1:30-2:30 pm Calgary time. Links and passwords will be provided on D2L. Individual appointments with the instructor or TA can also be made via email.

COURSE DESCRIPTION:
This course focuses on how culture influences 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. In this course we look at how companies can manage their cultures for success. 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. Participate effectively in group discussions
2. Objectively assess the work of one's peers

3. Explain how an organization's culture impacts its success in achieving its strategic goals, and outline the steps and practices needed to build a strong corporate culture.
4. Develop guidelines to ensure qualified job applicants from different cultural backgrounds are not overlooked for recruitment and promotion for cultural reasons.
5. State several reasons why cultural diversity is valuable to a business and identify strategies and practices that promote it.
6. Recognize cultural variations in communication styles, and how to communicate effectively in different cultural scenarios
7. Explain how the current domestic cultural context in which a corporation operates influences consumer behaviour and develop strategies using this knowledge to market to customers more effectively.
8. Describe some of the problems of working in and doing business within international organizations and develop strategies to overcome them.
9. Identify the characteristics of Culture Shock and some strategies to minimize it.
10. Explain how products and brands are viewed differently in at least two international markets and how this impacts marketing strategies.
11. Recognize the key skills required to handle business negotiations in an international context.

COURSE FORMAT:
This course will be delivered online asynchronously and will follow a modular format. Pre-recorded lectures and other course activities will be posted on D2L on a regular basis. Readings, other course materials and information, as well as unofficial grades, will be also be posted on D2L. A discussion board will be available for each module to ask questions about, and discuss, the material presented in the lectures and readings. Lectures and discussions will not repeat or cover all the material in the readings but will elaborate on selected topics to provide a deeper understanding of the material. Lectures will also be supplemented with the occasional film or video clip. Examples of various anthropological perspectives will be drawn from non-Western as well as Western cultures. Students will also be assigned to groups of 6 or 7 to discuss issues raised from the lectures and readings and other course materials.

REQUIRED TEXTS:
None. Links to readings will be made available through D2L

LEARNING TECHNOLOGIES REQUIREMENTS
In order to successfully engage in the learning experiences for this course students are required to have reliable access to the following technologies:
- A computer with a supported operating system, as well as the latest security and malware updates
- An up-to-date web browser
- A stable internet connection
- Current antivirus and/or firewall software enabled;
- A Webcam/Camera (built-in or external); and microphone and speaker (built-in or external), or headset with microphone are useful but not necessary
- A Top Hat Account (see below)
- Kritik account see below

D2L

All activities for the course take place in D2L. If you are unfamiliar with D2L or with some of its features, tutorials are available here: https://conted.ucalgary.ca/students/online-resources-2.jsp.

The Student Success Centre also offers workshops and other resources to support your online learning: https://live-ucalgary.ucalgary.ca/student-services/student-success/online-learning.

TOPHAT

Students are required to set up a Top Hat (TH) account. TH will be used to survey class opinion, assess comprehension, and for other purposes. The university has a site license for the application and accounts can be set up at:

https://app-ca.tophat.com/register/

Join Code is 263787; password is: Business 2020 01 (Case sensitive)

Please use your U of C email to enroll.

KRITIK

This term we will be using Kritik, a peer-to-peer learning and evaluation platform. It is an engaging and gamified web platform that helps you to develop your critical thinking skills. Students will receive an email invitation to join Kritik after the add date (i.e. Sept. 18). You will be asked to complete three small assignments (500 words maximum) which will be anonymously reviewed by your peers. You will also review the work of your peers. The assignments are worth 5 marks each, or 15% of the total grade. More information will be provided on D2L.

ASSESSMENTS

Assessment	Due Date	Marks
Introductions posted in group D2L site	Friday Sept. 25	3
Midterm Exam 1	Monday Sept 28	15
Kritik Assignment 1	Monday Oct. 12	5
Midterm Exam 2	Monday Oct.19	15
Kritik Assignment 2	Monday Nov 2	5
Midterm Exam 3	Monday Nov 16	15
Kritik Assignment 3	Monday Nov 30	5
Participation in Group discussion	Ongoing	10
Completion of peer assessment	Monday Dec 7	2
Final Exam	Registrar Scheduled Dec 12-23	25
	Total	100

Note: All assignments and midterm exams are due on the date specified at midnight Calgary time. And all (except the first) are due Mondays.

EXAMS
- **Exams are Cumulative**
- Midterm Exams will consist of 30 multiple choice, T/F, questions.

- Students will have 30 minutes to complete the midterms, plus an additional 15 minutes to allow for any technology issues that may arise as per examination regulations. (https://www.ucalgary.ca/pubs/calendar/current/g-1.html).
- All exams will be available for a 24 hour period on the day of the exam beginning at 12.01 am Calgary time and ending at 12.01. the following day.
- To ensure you can complete the exams in time you must begin it no later than 11:15 pm Calgary time.
- The final exam will be a registered final exam scheduled sometime between December 12 and 23rd. Date to be determined
- The Final exam will consist of 60 multiple choice, T/F, questions.
- Students will have 60 minutes to complete the final exam, plus an additional 30 minutes.
- If you are unable to write an exam on the day scheduled please email me as soon as possible. See deferred exam policy below.
- Space will be provided on all exams to provide explanations (if so desired) as to how particular questions were interpreted or any other issue related to the exam.
- If you experience technical difficulty during an exam, please phone (403-220-3665) or email me as soon as possible and explain the issue.
- I will be available to answer questions about an exam during the exam only from 1:30-2:30 pm Calgary time by phone (403-220-3665) or email.
- More information on the exams will be provided a few days before each exam.
- It is expected that students will maintain academic integrity (see below) while writing exams.

GROUP DISCUSSIONS
Purpose
Students will be randomly assigned to groups of 6 or 7. The purpose of the groups is to gain a better, more in depth understanding of course material by discussing the readings and lecture material and to explore issues raised in class. It also gives you the opportunity to meet some of your fellow classmates.

Personal Introductions
Students will be required to provide a personal introduction to the group. The purpose is for group members to get to know one another. You may provide your introduction in any format you feel comfortable with. The personal introduction is worth 3 marks. Failure to post an introduction by the due date will result in a mark of zero.

Discussions
To do well in the course students should contribute at least one meaningful post to the group discussion board per week. The instructor and TA will drop in and observe the discussions periodically. It is advised to post no later than Thursday so other members of the group can obtain the greatest benefit from your post. The quality of your contributions will be assessed by your peers and is worth 10 marks. It is expected that group members will adhere to the discussion board policy below.

Self and peer assessment
At the end of the term students will have the opportunity to assess their own contributions to the group discussions as well as the contributions of their peers. A rubric will be provided in D2L. These assessments will remain confidential and must be submitted via the D2L drop box by

Midnight December 7 Calgary time. Two marks are allotted for simply completing the peer assessment. The assessment by your peers is itself worth 8 marks.

GRADING SCHEME:
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

TENTATIVE SCHEDULE OF LECTURES AND READINGS
All topics and dates of lectures are tentative and will be presented in modular format and available on D2L the beginning of the week listed. Any changes or additional readings will be announced via email and the table updated on D2L. Notes: weeks run from Monday to Sunday. Electronic readings are available via links in a Word document on D2L. Please note only the first two weeks of readings have been provided in this list.

Wk	Dates	Topic	Readings	Activity
1	Sept 8-13	Introduction	Jordan, Friedman	See module 1 on D2L
2	Sept 14-21	History of Business and Anthropology	Obrenović	**Sept. 17.** Last date to withdraw without financial penalty. See module 2
3	Sept 21-27	Concept of Culture		**Sept 21** groups assigned **Sept 25 Introduce yourself to group** See module 3
4	Sept 28-Oct 4	Methods of Conducting Fieldwork in Organizations Ethics	Ethnography	**Sept 28 Midterm 1** See module 4
5	Oct 5-11	Organizational Anthropology		See module 5
6	Oct 12-18 Oct 12 Thanksgiving Day	Consumer Behaviour:		**Oct. 12** Kritik Assignment 1 See module 6
7	Oct 19-25	Consumer Behaviour and Identity		**Oct 19 Midterm 2** See module 7
8	Oct 26-Nov 1	Cultural Trends		See module 8

9	Nov 2-8	Contrasting Cultural values		**Nov. 2.** Kritik Assignment 2 See module 9
10	Nov 9- 15 Nov 11 Remembrance Day	**Reading Week**	None	Prepare for midterm 3
11	Nov 16-22	Language		**Midterm 3 Monday Nov 16** See module 10
12	Nov 23-29	Negotiating across cultures		See module 11
13	Nov 30-Dec 6	Culture Shock and Globalisation Issues		**Nov 30.** Kritik Assignment 3 See module 12
14	Dec 7-9	Conclusion	None	**Dec 7** Completion of peer assessment See module 13
		Dec 12-23 Final Exam		**Dec 12-23 Final Exam**

COURSE POLICIES

Expectations

- It is expected that students will have completed the activities for each module before the next module is posted.
- To do well in the course it is recommended that you log on frequently, at least 3-4 times a week to D2L and keep up with all assigned readings etc.
- Students can expect the instructor and/or the TA to monitor discussions periodically and to check on people's progress.
- That students will let the instructor know of an issue they have that impacts their success in the course as soon as possible
- The news area of the classroom you see each time you log on will be used to post updates and comments on class matters.
- I will also email the class to remind you of upcoming important dates.
- Unless otherwise noted grades should be posted no later than the end of the week following the due date of the assignment.
- Presentations are not downloadable.
- The discussion forums are an essential part of the course and exam questions may be drawn from them.

Email Policy

In all emails to me and the TA you must use your U of C email address. In any email correspondence please begin with the course code (anth303.01) in the subject line along with the subject of your message. Students should send an email only where the questions or concerns are of a private nature. All other questions about content, assignments, or processes should be posted to the appropriate course discussion board so that all students have the benefit of the answer. Most of the time, you can expect a reply to an email within 24 hours. Please do NOT expect and

immediate reply. I also rarely reply to emails evenings or weekends. Also, I will not reply to emails that are not signed at least with your first name.

Discussion Board Policy
The university seeks to create and maintain a positive and productive learning, working, and living environment; an environment in which there is:
- respect for the dignity of all
- fair treatment of individuals
- respect for academic freedom

This means that students, as well as faculty, must act ethically, honestly and with integrity, and in accordance with the principles of fairness, good faith, and respect. In other words, instances of racism, sexism, or other derogatory remarks, or remarks that may cause a reasonable person to fear for their safety or suffer emotional or mental distress will not be tolerated. Any such remarks made in the discussion boards will be immediately deleted and the person responsible may be subject to University sanctions for non-academic misconduct. If you note a post that does not adhere to these principles please contact the instructor immediately. For more information see: https://ucalgary.ca/policies/files/policies/non-academic-misconduct-policy.pdf

Disagreements between individuals are inevitable, and it is important in the interests of academic freedom that individuals can express their views without fear of repercussion. It is also through understanding other points of view that we learn. When disagreements do occur, it is thus important to maintain respect for the dignity of all. It is also possible that remarks may be made that, while not intended to be offensive, may be hurtful to others. Again, if you find a post by anyone, including the instructor or TA, that is offensive, please let me know right away.

Deferred Exam Policy:
A student who is absent from an in-person assessment in a course will receive a grade of zero on the assessment. If a student communicates with the instructor and explains the circumstances around the absence, the instructor **may** transfer the percentage weight for the assessment to another component of the course (such as the final examination), set another assessment, or make other alternative arrangements. An instructor will normally make this decision based on the information provided by the student. Deferral of a Registrar-Scheduled final exam requires Registrar approval. The instructor may ask for supporting documentation to confirm an absence. For additional information on supporting documentation, see section M.1. Supporting Documentation and the Use of a Statutory Declaration. Students are responsible for costs that may be associated with obtaining supporting documentation. Statutory declarations may be found here: https://www.ucalgary.ca/live-uc-ucalgary-site/sites/default/files/teams/1/university-of-calgary-statutory-declaration-coursework-and-examinations.pdf. Due to Covid a signatory from the University will not be required for this declaration.

ADDITIONAL INFORMATION
Academic Integrity:
"Academic integrity is a core value of the University of Calgary…. As a UCalgary student, you are expected to uphold these principles in all of your academic work." (Academic Integrity Student Handbook). For more information on what Academic integrity is, why it is important, and how to avoid Academic Misconduct see the Academic Integrity Student Handbook.

To attend an interactive workshop on Academic integrity and learning online and learn how to appropriately collaborate with your peers go to: https://www.ucalgary.ca/student-services/student-success/learning/academic-integrity.

Note: Academic misconduct is a serious offence which can result in failure in the course and possibly expulsion from the University.

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 (https://www.ucalgary.ca/policies/files/policies/procedure-for-accommodations-for-students-with-disabilities.pdf). Students requesting an Accommodation are required to register with Student Accommodation Services (SAS)

(https://ucalgary.ca/student-services/access) and submit a Request for Accommodation. Instructors will be informed of the Accommodation within 10 days of the application being approved. 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) 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