
**Anthropology 303.01
Business in Cultural Context
Fall 2022**

Location: MFH 162

Time: MWF 11am-11:50 am

Instructor: Dr. Chris Holdsworth

email: choldwor@ucalgary.ca

Office: ES 710B

Office Hours: Mondays 3 pm-4 pm or by appointment

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. Explain how the current domestic cultural context in which a corporation operates influences consumer behaviour and how businesses can use this knowledge to market to customers more effectively.
4. Explain how products and brands are viewed differently in at least two international markets and how this impacts marketing strategies.

5. Explain how a multicultural workforce, can benefit the organization
6. Have developed guidelines to ensure qualified job applicants from different cultural backgrounds are not overlooked for cultural reasons.
7. Have developed a strategy(ies) to exploit the benefits of multicultural teams and to deal with issues that may arise.

REQUIRED TEXTS: Readings

- Links to required readings are available on a Word document on D2L.
- Assigned textbook readings may be augmented with suggested additional readings.

COURSE FORMAT:

The course follows an interactive lecture-discussion style format accompanied by the occasional film or video. Lectures will not repeat or cover all the material in the text but will elaborate on selected topics to provide a deeper understanding of the material.

LEARNING TECHNOLOGIES REQUIREMENTS

To successfully engage in the learning experiences for this course students are required to have reliable access to the following technologies:

- A computer and/or cell phone with a supported operating system, as well as the latest security and malware updates.
- A Top Hat Account (see below)

Desire to Learn (D2L)

- All course materials and information, as well as unofficial grades, will be posted on D2L.
- PPT slides for each lecture will be posted shortly before class.
- Please note the slides are copywrited.
- If you are unfamiliar with D2L or with some of its features, information is available here: <https://elearn.ucalgary.ca/getting-started-with-d2l-students/>

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.tophat.com/register/student/>
- Join Code is 210755. password is Business2022 (Case sensitive)
- You must use your UofC email to enroll.

ASSESSMENT

The grade in the course will be determined based on the following:

EXAM SCHEDULE**1. Midterm Exam 1**

Date: Wednesday September 28

Percent of grade: 20%

2. Midterm Exam 2

Date: Friday October 21

Percent of grade: 20%

3. Midterm Exam 3

Date: Wednesday November 16

Percent of grade: 20%

4. Final Exam

Date: Dec 10-21, (Registrar Scheduled) Exact date, time, and place TBA

Percent of Grade: 40%

GRADING SCHEME:

Students do not need to pass each individual course component in order to pass the course as a whole.

Each exam 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

EXAM INFORMATION

- **Exams are Cumulative.** This means material covered on the second midterm will include questions based on the material covered by the first midterm. Material covered on the third midterm will include questions based on the material covered by the first and second midterms. And the final exam will cover material from the entire course.
- All cell phones must be turned off during an exam and all packs etc. must be under the student's seat.
- The use of aids such as textbooks, course notes or electronic devices are not permitted during the exam unless a student has a registered accommodation.
- The final exam will be a registrar-scheduled exam. Date, place, and time to be announced.
- Students must be available on the dates for the final examination. Students are advised not to make plans to be away from campus prior to the release of the final examination schedule.
- More information about the exams will be provided a few days before each exam.
- Exams will be 50% multiple choice, true/false, and 50% short answer
- Midterms will consist of 20 multiple choice, T/F questions, (worth 1/2 mark each), and 5 short-answer questions (worth 2 marks each). There will be a choice of questions on the short-answer portion.
- The final exam will be two hours long and will consist of 40 multiple choice, T/F questions, (worth 1/2 mark each), and 10 short-answer questions (worth 2 marks each). There will be a choice of questions on the short-answer portion.
- If you are unable to write an exam on the day scheduled, please email me as soon as possible. See deferred exam policy below.
- It is expected that students will maintain academic integrity (see below) while writing exams.
- Exam dates will not change.

DEFERRED EXAMS:

- If you know ahead of time that you have conflict with the date of the exam (e.g. you require a medical procedure that day, or are away as a U of C sports event), please email me as soon as possible and arrangements may be made to write a deferred exam.
- If you miss an exam and have not notified me email me as soon as possible, and no later than 48 hours after the exam, and explain the circumstances around the absence.
- If you fail to do either of the above, you will receive a mark of zero for the exam, except in unusual circumstances.
- The instructor has the option to transfer the percentage weight for the exam to another component of the course (such as the final examination), or make other alternative arrangements. I will normally make this decision based on the information you provide.
- Once approved by the instructor a makeup test/exam must be written within two weeks of the missed exam on a day/time scheduled by the instructor.
- **Deferral of the Registrar-Scheduled final exam requires Registrar approval.**
<https://www.ucalgary.ca/registrar/exams/deferred-final-exams>

COURSE POLICIES

Cell Phone and Laptop Policy

Cell phones must be turned off during the class except when in use for Top Hat. 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.

Email Policy

- In all emails to me or the TA you must use your U of C email address.
- In any email correspondence please begin with the course code (anth346) in the subject line followed by the subject of your message.
- Please use an appropriate email. I do not reply to emails using my first name or that begin with "hey" etc. Do not skip a greeting altogether
- Please send an email only where the questions or concerns are of a private nature. All other questions about content, exams, or processes should be asked in class or on D2L FAQ section, as other students will also benefit from the answers.
- Most of the time, you can expect a reply to an email within 24 hours.
- Please do NOT expect an immediate reply. I also rarely reply to emails evenings or weekends.
- I will not reply to emails that are not signed with your name.
- Please also use include your UofC Id
- Do not hesitate to email me. Your communication is important to me.
- Concise emails are appreciated.
- Emails are preferred to phone calls. If you do phone me and I do not answer do not leave a message as I do not check them

Expectations

- It is expected that students will attend all classes
- That students will let me know of an issue that may impact their success in the course as soon as possible.
- A student who is absent from an exam for a legitimate reason must discuss an alternative course of action with me-preferably before the exam. (See deferred exams above).

- Students can expect a reply to an email within 24 hours except for weekends.
- Students can expect an email about any changes to the course such as a change in the topics covered and the dates.
- Students can expect an email to remind them of upcoming important dates.
- Unless otherwise noted, grades will be posted within two weeks following an exam.
- Exams will not be returned to the student.
- Students are welcome to go over their exams and discuss the results during office hours.
- Students are encouraged to make notes of classroom discussions and lectures, since this practice requires that students develop the ability to actively attend to the material under consideration and to quickly summarize pertinent information in a coherent manner.
- Recording of lectures is not permitted unless a student with a disability who is registered with Student Accessibility Services (SAS) has an accommodation to make audio recordings of course material. 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. Any audio recording by students with permission to record them may do so only for the purposes of private study by the individual student.
- All lectures, and discussions during office hours, will be recorded by the instructor.

ACADEMIC ACCOMMODATIONS

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit <https://live-ucalgary.ucalgary.ca/student-services/access>. Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor or the Department Head. The full policy on Student Accommodations is available at <https://www.ucalgary.ca/legal-services/university-policies-procedures/accommodation-students-disabilities-procedure>.

ACADMIC INTEGRITY POLICY

Academic integrity is the foundation of the development and acquisition of knowledge and is based on values of honesty, trust, responsibility, and respect. We expect members of our community to act with integrity. The University Calendar includes a statement on the principles of conduct expected of all members of the university community (including students, faculty, administrators, any category of staff, practicum supervisors, and volunteers), whether on or off university property. This statement applies in all situations where members of the university community are acting in their university capacities. All members of the university community have a responsibility to familiarize themselves with the principles of conduct statement, which is available at: www.ucalgary.ca/pubs/calendar/current/k.html.

ACADEMIC MISCONDUCT

The University of Calgary is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect.

Academic dishonesty is not an acceptable activity at the University of Calgary, and students are **strongly advised** to read the Student Misconduct section in the University Calendar at: www.ucalgary.ca/pubs/calendar/current/k-3.html. Often, students are unaware of what

constitutes academic dishonesty or plagiarism. The most common are (1) presenting another student's work as your own, (2) presenting an author's work or ideas as your own without adequate citation, and (3) using work completed for another course. Such activities will not be tolerated in this course, and students suspected of academic misconduct will be dealt with according to the procedures outlined in the calendar at: <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-academic-misconduct-procedure>

For students wishing to know more about what constitutes plagiarism and how to properly cite the work of others, the Department of Geography recommends that they attend Academic Integrity workshops offered through the Student Success Centre: <https://www.ucalgary.ca/student-services/student-success/learning/academic-integrity>

INSTRUCTOR INTELLECTUAL PROPERTY

Course materials created by professor(s) (including course outlines, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the professor(s). These materials may NOT be reproduced, redistributed or copied without the explicit consent of the professor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing. Information on Instructor Intellectual Property can be found at <https://www.ucalgary.ca/legal-services/university-policies-procedures/intellectual-property-policy>

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT

Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.

COPYRIGHT LEGISLATION

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (<https://ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy>) 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.

SUPPORTS FOR STUDENT LEARNING, SUCCESS, AND SAFETY

Please visit the Registrar's website at: <https://www.ucalgary.ca/registrar/registration/course-outlines> for additional important information on the following:

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

TENTATIVE SCHEDULE OF CLASSES AND READINGS

- Please note that this schedule is tentative.
- Some topics will require more attention than others, and we will take more time with them.
- If necessary the schedule of classes and readings will be updated.
- Any schedule changes will be announced via email and posted to the notice board on D2L.
- Links to the articles are on a separated document on D2L

Date	Topic	Readings	Important Dates
W Sep 7	Introduction		
F Sep 09			
M Sep 12	History of Business and Anthropology: A History of Business Anthropology		
W Sep 14			
R Sep 15	Sept. 15 Last day to drop a class without a penalty		
F Sep 16			Sept. 16. Last day to add or swap a course
M Sep 19	Culture Fieldwork in Organizations: Ethnography		
W Sep 21			
F Sep 23			
M Sep 26	Ethics		
W Sep 28	Midterm 1		
F Sept 30	National Day for Truth & Reconciliation		
M Oct 3	Organizations: Organizational Anthropology		
W Oct 5			
F Oct 7	Organizational Anthropology		
M Oct 10	Thanksgiving Day		
W Oct 12	Organizational Anthropology		
F Oct 14			
M Oct 17	Consumer Behaviour		
W Oct 19			
F Oct 21	Midterm Exam 2		
M Oct 24	Consumer Behaviour		
W Oct 26			
F Oct 28			
M Oct 31	Consumer Behaviour		
W Nov 2			
F Nov 4			

Nov 6-12	Term Break No Classes		
F Nov 11	Remembrance Day No Classes		
M Nov 14	Cultural Trends		
W Nov 16	Midterm Exam 3		
F Nov 18			
M Nov 21	Culture Types		
W Nov 23			
F Nov 25			
M Nov 28	Language. Culture Shock and Globalization		
W Nov 30			
F Dec 2			
M Dec 5	Conclusions		
W Dec 7	Review		
Dec 10-21	Final Exam. Exact Date, Time, and Place TBA		

IMPORTANT DATES

The last day to withdraw from this course is **Wednesday, December 7th, 2022.**

<https://www.ucalgary.ca/pubs/calendar/current/academic-schedule.html#fall2017>