

**Anthropology 303.20  
Business in Cultural Context  
Spring 2011**

**Location:** MFH 164

**Instructor:** Dr. Chris Holdsworth

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

**Office:** SS 840

**Office Hours:** MW 1-3 pm or by appointment

**Time:** MW 10.00am – 12:45 pm

**TA:**

**TA email**

**Office:**

**Office Hours:**

**Blackboard:** All course materials and information, as well as unofficial grades, will be posted on the U of C Blackboard.

**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.

**REQUIRED TEXTS:**

1. Ferraro, Gary, 2006. *The Cultural Dimension of International Business* (5th edition) Prentice Hall. ISBN-13: 978-0131927674
2. Jordan, Ann: 2003. *Business Anthropology* Waveland Press. ISBN: 978-1-57766-213-6

Additional readings will be made available through Blackboard

**COURSE OBJECTIVES:**

1. To gain 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 and writing a participation papers.

**COURSE DESCRIPTION:**

Companies possess unique sets of values, customs, traditions and meanings. Such "corporate cultures" not only embody 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. This course explores the uses of anthropology to understand these companies and the various cultural contexts in which they operate.

### **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.

### **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: May 25

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

- 25% of final grade
- Date: June 8

#### **3. One Participation paper**

- 15% of final grade
- Date: various
- papers will be based on the readings and other pertinent material and will be due the day the topic is discussed in class.

#### **4. Final Exam:**

- 35% of final grade
- The final will be a registrar scheduled exam
- Date: June 27-29, exact date, time, and place TBA

Additional information about the assignments and exams provided during the first class.

### **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 July 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 who July require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre 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 Education Block Food Court and the Scurfield Hall Atrium shall be used as a secondary assembly point.

## 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.

Wed May 11	Introduction: Jordan Introduction, Ferraro Ch 1 History of Business and Anthropology: Jordan Ch 1
Mon May 16	Culture: Jordan Ch 3, Ferraro Ch 2
Wed May 18	Fieldwork in Business Organizations Jordan CH 2; Ethics Jordan Ch 4 and 5
Mon May 23	<b>Victoria Day No Class</b>
Wed May 25	<b>Midterm Exam 1</b>
Mon May 30	Product Design: Jordan Ch 6 Language Ferraro Ch 3 and Ch 4
Wed June 1	Organizational Anthropology: Jordan Ch 7, Holism: Jordan Ch 9
Mon June 6	Organizational Anthropology:
Wed June 8	<b>Midterm Exam 2</b>
Mon June 13	Consumer Behaviour: Jordan Ch
Wed June 15	Cultural Trends and Consumer Behaviour
Mon June 20	Contrasting Cultural values Ferraro Ch 5
Wed Jun 22	Negotiating Across cultures Ferraro Ch 6 Coping with Culture Shock Ferraro Ch 7 Developing Global Managers Ferraro Ch 8,, Ch 10 Jordan Ch 8
Jun 27-29	<b>Final Exam</b> exact date, time, and place TBA