

**Anthropology 303.20  
Business in Cultural Context  
Spring 2012**

**Location:** MFH 164

**Time:** MW 9.00am – 11:45 pm

**Instructor:** Dr. Chris Holdsworth

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

**Office:** SS 840

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

**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 an 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 POLICY**

Cell phones must be turned off during the class. Laptops should be used only for taking notes. Since the screens can be distracting to students sitting behind, if you wish to use your laptop please sit toward the back of the class.

**REQUIRED TEXTS:**

1. Ferraro, Gary, 2009. *The Cultural Dimension of International Business* (6th 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:**

- 30% of final grade
- Date: May 23

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

- 30% of final grade
- Date: June 6

#### **3. Final Exam:**

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: June 25-27, exact date, time, and place TBA

Additional information about the 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 9	Introduction: Jordan Introduction, Ferraro Ch 1 History of Business and Anthropology: Jordan Ch 1
Mon May 13	Culture: Jordan Ch 3, Ferraro Ch 2
Wed May 15	Fieldwork in Business Organizations Jordan CH 2; Ethics Jordan Ch 4 and 5
Mon May 21	<b>Victoria Day No Class</b>
Wed May 23	<b>Midterm Exam 1</b>
Mon May 28	Product Design: Jordan Ch 6 Language Ferraro Ch 3 and Ch 4
Wed May 30	Organizational Anthropology: Jordan Ch 7, Holism: Jordan Ch 9
Mon June 3	Organizational Anthropology:
Wed June 6	<b>Midterm Exam 2</b>
Mon June 11	Consumer Behaviour: Jordan Ch
Wed June 13	Cultural Trends and Consumer Behaviour
Mon June 18	Contrasting Cultural values Ferraro Ch 5
Wed Jun 20	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 25-27	<b>Final Exam</b> exact date, time, and place TBA

**Department of Anthropology  
University of Calgary**

**Anthropology 331.01 Anthropology of Sex and Gender  
Spring 2012**

**Time: Mon, Wed 12:00-14:50**  
**Location: ST 135**

Instructor: Dr. Tania L. Saj  
Office: SS909  
Email: tsaj@ucalgary.ca  
Office hours: Wed 11:00-11:45

Anthropology 331 will explore sex and gender differences between males and females. Sex differences refer to the biological differences between males and females. Gender to the socially and culturally produced ideas about differences between females and males. In the first third of the course, we will focus our investigations on the sex differences between males and females. This section will include discussions of evolutionary theory (e.g. sexual selection), primatology, and human origins research. In the rest of the course, we will examine masculine and feminine gender constructions through discussions of motherhood and fatherhood, gender differences in the public and private domain, the controversy over gender differences in learning, and examine gender stereotypes in the media. We will also look beyond the two-sex, two-gender system we have in North America and discuss gender variance in our society and around the world.

**Required Textbook:**

**Brettell, Caroline B. and Sargent, Carolyn F (eds). 2009. Gender in Cross-Cultural Perspective. Pearson-Prentice Hall: New Jersey**

**Online Readings**

Three others readings indicated in the outline are available online through the University of Calgary's Library. The readings are from the book **Sexual Selections**. You do not need to buy this book from the bookstore. The full reference for **Sexual Selections** is:

Zuk, Marlene, 2002. **Sexual Selections**. University of California Press: California

**Powerpoint Slides**

Powerpoint slides of the lecture notes will be posted on Blackboard prior to each class. Students are encouraged to print these notes and bring them to class, as they should assist in note taking. The posted notes do not encompass all of the material presented in class, and do not include videos or class discussions. As such, they should not be considered sufficient in themselves to prepare for the examinations. Although related and sometimes overlapping, the material in the



textbook is not tightly integrated with the lectures. These should be considered two separate sets of information, both to be mastered for the examinations.

### **Evaluation**

Evaluation for this course will include two mid-term exams and one final exam. All exams will be multiple-choice.

#### **Mid-Term Exam I – 33.3% - May 28**

This exam will cover all lectures, videos and assigned readings to date (May 9 – May 23).

#### **Mid-Term Exam II – 33.3%- June 13**

This exam will cover all lectures, videos and assigned readings to date (May 30 – June 11)

#### **Final Exam – 33.4%- SET BY THE REGISTRAR (June 25-27)**

This exam will cover all lectures, videos and assigned readings from June 13 to June 20. The final exam is NOT cumulative.

### **Tentative Course Schedule**

- 9-May** Introduction to Sex and Gender  
**Movie: Codes of Gender and Identity**  
**Required Reading:** Gender and War in *GCCP* (p.21-32)
- 14- May** Sex Differences I: Sexual Selection & Parental Investment Theory  
**Movie: What Males Will Do**  
**Required Reading:** Introduction in *Sexual Selections* (1-17); Animal Models and Gender in *GCCP* (p.7-16)
- 16-May** Sex Differences II  
**Required Reading:** Wild Pigs and Dogmen in *GCCP* (565-569 ONLY (up to 'Case 1); CH 8 in *Sexual Selections* (p.121-Top of 130 ONLY)
- 21-May** No Class (Victoria Day)
- 23- May** Gender in Human Origins Models & Prehistory  
**Required Reading:** The Role of Women in Human Evolution in *GCCP* (p.16-21); The Fashioning of Women in *GCCP* (p.65-76) Woman the Hunter: the Agta in *GCCP* (p. 143-152)
- 28-May** Mid-Term I
- 30-May** Domestic Worlds & Public Worlds  
**Movie: Asante Market Women**  
**Required Reading:** The Domestic Sphere in *GCCP* (p.90-93 ONLY); Matrilocality, Power and Gender Relations in *GCCP* (p.377-384)

- 4-June** The Ideology, Practice & Institution of Motherhood & Fatherhood  
**Required Reading:** Lifeboat Ethics in *GCCP* (p.33-39); The Cultural Nexus of Aka Father-Infant Bonding in *GCCP* (p.39-50)
- 6-June** Masculine & Feminine Stereotypes in North America  
**Movie: The End of Men**  
**Clips from: Tough Guise**  
**Required Reading:** My Encounters with Machismo in Spain in *GCCP* (p196-200 ONLY); Measuring up to Barbie in *GCCP* (p. 282-295)
- 11-June** Gender and Learning: Are Girls Bad at Math? Are Boys the New Academic Underdogs?  
**Required Reading** CH 12 in *Sexual Selections* (p.184-199 SS)
- 13- June** **Mid-Term II**  
 Intersex, Transsexual & Transgendered  
 Gender Variance around the World  
**Movie: The Gender Puzzle**  
**Required Reading:** Hijras in *GCCP* (p. 275-282)
- 18-June** Gender and the Economy  
**Short Movie: A Woman's Place is in the Boardroom**  
**Required Reading:** Do Tents and Herds Still Matter in *GCCP* (p. 162-174); Dowry, Bride-Burning and Female Power in India in *GCCP* (p.308-317); Banning of Abortion in Ceausescu's Romania in *GCCP* (p.467-475 ONLY)
- 20-June** Gender and the Media  
**Movie: Sex Stereotypes and the Media**

### Grading Scheme

A+	100-94.9%	B	79.8-74.9%	C-	62.8-58.9%
A	94.8-89.9%	B-	74.8-70.9%	D+	58.8-54.9%
A-	89.8-84.9%	C+	70.8-66.9%	D	54.8-49.9%
B+	84.8-79.9%	C	66.8-62.9%	F	49.8% and less

### Important

- Deferred exams are only possible for illness or family crisis reasons (and need to be supported by proper documentation). A missed examination automatically receives a score of zero. In the event of an emergency or illness, notify the Anthropology office (220-6516) or the instructor (tsaj@ucalgary.ca) **before the missed exam or test.**
- Email enquiries: You can email me questions about class topics which will be answered at the next class (the questioner will not be identified).

3. Please inform the instructor if you have any learning disabilities, and if any specific arrangements need to be made to optimize your learning experience. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodations. You are also required to discuss your needs with your instructor no more than 14 days after the start of the course.

4. Results of exams will be posted on Blackboard within one week of the test. Exams are not returned to the student but can be reviewed during office hours or by appointment. Some exam questions (e.g. short answer questions) will be discussed in class; to view the multiple choice key please see the TA. If you have concerns about your evaluation, you will be asked to provide a detailed written statement of your concern. Your exam will then be re-graded in its entirety, and marks will be raised, lowered or left unchanged as is warranted. Deadline for submission of written statement is one week after results of an examination have been posted.

5. No accommodation will be made for poor performance on exams. For instance, additional items cannot be submitted in lieu of exams and grades will not be curved. Be sure that you are well-prepared for exams so that you perform well when you have the opportunity.

6. Students are expected to familiarize themselves with test and plagiarism regulations as outlined in the University of Calgary Calendar.

### **Useful Numbers**

**Dept of Anthropology:** 220-6416  
**Safe Walk/ Campus Security:** 220-5333

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