

Anthropology 303.20
Business in Cultural Context
Spring 2013

Location: MFH 160
Instructor: Dr. Chris Holdsworth
email: choldwor@ucalgary.ca
Office: ES 710B
Office Hours: M/W 12-1 pm
or by appointment

Time: Mon/Wed 9.00am – 11:50 am
TA: TBA
email:
Office
Office Hours:
or by appointment

REQUIRED TEXTS:

1. Ferraro, Gary, and Elizabeth Briody 2013. *The Cultural Dimension of Global Business* (7th edition) Prentice Hall. ISBN-13: 978-0-205-83559-1
2. Jordan, Ann: 2003. *Business Anthropology* (2nd Ed) 2012. Waveland Press. ISBN-13: 978-1577668275
3. Additional readings will be made available through Blackboard

COURSE DESCRIPTION:

The focus of this course is the influence culture has on business. 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.

The course begins by exploring the challenges business 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.

COURSE OBJECTIVES:

1. To acquire 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.

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.

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/TABLET POLICY

Cell phones must be turned off during the class. 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. Grades will suffer if more than two classes are missed.

ASSESSMENT

1. Mid-term exam 1:

- 30% of final grade
- Date: May 29

2. Mid-term exam 2:

- 30% of final grade
- Date: Jun 12

3. Final Exam:

- 40% of final grade
- The final will be a registrar scheduled exam
- Date: Jun 27-30, Registrar's Scheduled - 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.

May 14	Introduction: Jordan Introduction, Ferraro Ch 1 History of Business and Anthropology: Jordan Ch 1
May 20	Victoria Day- No class
May 22	Culture: Jordan Ch 3, Ferraro Ch 2 Holism: Jordan Ch 9
May 27	Fieldwork in Business Organizations Jordan Chs 2; and 5 Product Design: Jordan Ch 6
May 29	Midterm Exam 1 Ethics Jordan Ch 4
Jun 3	Organizational Anthropology: Jordan Ch 7,
Jun 5	Organizational Anthropology: Jordan Ch 7
Jun 10	Consumer Behaviour: Jordan Ch 5
Jun 12	Midterm Exam 2 Consumer Behaviour
Jun 17	Consumer Behaviour and Cultural Trends
Jun 19	Contrasting Cultural values Ferraro Ch 5 Language Ferraro Ch 3 and,
Jun 24	Ch 4. Negotiating Across cultures Ferraro Ch 6
Jun 26	Coping with Culture Shock Ferraro Ch 7 Developing Global Managers Ferraro Ch 8, and Ch 10 Jordan Ch 8
Jun 27-30	Final Exam Registrar's Scheduled - exact date, time, and place TBA