

ANTH 303 (LEC01)
Business in Cultural Context
GFC Hours 3-0
Winter 2024

Prerequisite(s): None

COURSE DESCRIPTION

This course focuses on the ways in which culture influences business. This includes how social scientists have peered inside businesses, studying corporations as much like small-scale societies. In this sense, corporations foster particular values, customs, practices and symbols. Whether intentional or not, such “corporate cultures” embody the vision of the company and influence its ethical standards and managerial practices. But understanding culture also includes how businesses can look outward, providing tools to understand consumers within specific cultural contexts and conduct business in global markets.

This course begins with an overview of some key anthropological concepts and methods and then explores how anthropology can help businesses better understand their own organization and customers. The course concludes by exploring some challenges and opportunities when conducting business in different cultural contexts and when engaging a multicultural workforce. This is an asynchronous online course. Course materials including narrated PowerPoint slides, readings, films and any other content will be uploaded to D2L. New material will be uploaded weekly. Assigned readings may be augmented with suggested additional readings. Exams will be based on the assigned materials only.

LEARNING OUTCOMES

Upon completion of this course, students should be able to:

- Apply anthropological concepts and methods to understanding and improving business.
- Describe how an organization’s culture relates to successes, failures and strategic goals.

- Explain how the methods of anthropology can help develop new products and services.
- Discuss how the cultural context in which a corporation operates influences consumer behaviour and how businesses can use this knowledge to market to customers more effectively.
- Demonstrate how products and brands are viewed differently in at least two international markets and how this impacts marketing strategies.
- Draw on an anthropological perspective to develop strategies for conducting business in multicultural contexts.

READINGS AND TEXTBOOKS

- Topical readings from the relevant literature as indicated in the Schedule – links provided on D2L.
- Assigned readings may be augmented with suggested additional readings.

REQUIRED TECHNOLOGY AND EQUIPMENT

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.

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 by 9:00AM that day.
- Please note the slides are copyrighted.
- 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/>

COURSE ASSESSMENTS

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

Midterm Exam 1

Date: Monday February 12

Format: online; open book; multiple choice; 75 minutes; available to start for a 24 hr period

Percent of grade: 30%

Midterm Exam 2

Date: Monday March 18

Format: online; open book; multiple choice; 75 minutes; available to start for a 24 hr period

Percent of grade: 30%

Registrar Scheduled Final Exam

Date: TBD

Format: online; open book; multiple choice; 180 minutes; available to start for a 24 hr period

Percent of grade: 40%

Protocol for Exams on D2L

1. You can consult class materials (see above) while completing the tests, but nothing else. You are not permitted to:
 - a) look up answers using internet search engines such as Google or AI such as ChatGPT (these searches often generate half incorrect answers anyway).
 - b) communicate with other people in any way (remote or in-person) during the test
 - c) share test information during or after you have taken the test, capture (screen shot or photo) or share images of the question at any time.
2. The midterm exams will remain open for you to complete for 24 hours on the day of the exam.
3. The exam is designed to be completed within 50 minutes. An additional amount of time (50% more) has been granted in case any technical issues are encountered.
4. Once you start your quiz/exam it will stay open for the allotted time only. Keep track of the time, as the exam will close after the allotted time, whether you have answered all questions or not.
5. If you can, avoid waiting until that last 2 -3 hours of the 24-hour window because this can be a time of high traffic which can slow down how quickly you can save an answer and move to the next.
6. The 24-hour window is intended to allow you to
 - a) find the best time (fewest distractions etc.)
 - b) find the best place (computer and Wi-Fi connection)
 - c) spread out and have easy access to allowable materials.
7. While taking the test. It is up to you to ensure that you have a good space to work in, with access to a decent device and a secure internet connection.
8. Neither the instructor nor TA will answer questions during exams.

Department of Anthropology and Archaeology Grading Scheme

Students do not need to pass each individual course component in order to pass the course as a whole. Each component 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+	95 – 100%	B+	80 – 84.9%	C+	67 – 70.9%	D+	55 – 58.9%
A	90 – 94.9%	B	75 – 79.9%	C	63 – 66.9%	D	50 – 54.9%
A-	85 – 89.9%	B-	71 – 74.9%	C-	59 – 62.9%	F	< 50%

Deferred Exams and Late Assignments

Missed examinations cannot be made up without the approval of the instructor. Exams may only be deferred in the case of serious illness or medical emergency, religious observance, or domestic affliction. Students who miss an exam have up to 48 hours to contact the instructor to ask for a makeup test/exam. Students who do not schedule a makeup test/exam with the instructor within this 48-hour period forfeit the right to a makeup exam and will receive a mark of zero on the exam. Makeup exams may differ significantly in format and/or content from the regularly scheduled exam. Once approved by the instructor a makeup exam must be written within one week of the missed exam.

Students may be asked to provide supporting documentation for an exemption/special request. Students are encouraged to submit documentation that will support their situation. Supporting documentation may be dependent on the reason noted in their personal statement/explanation provided to explain their situation. This could be medical certificate/documentation, references, police reports, invitation letter, or a statutory declaration, etc. The decision to provide supporting documentation that best suits the situation is at the discretion of the student. Students cannot be required to provide specific supporting documentation, such as a medical note. Falsification of any supporting documentation will be taken very seriously and may result in disciplinary action through the Academic Discipline regulations or the Student Non-Academic Misconduct policy.

Late assignments will be penalized 10% per day, including weekends, unless authorized by prior instructor approval.

Reappraisal of Graded Term Work: <http://www.ucalgary.ca/pubs/calendar/current/i-2.html>

Reappraisal of Final Grade: <http://www.ucalgary.ca/pubs/calendar/current/i-3.html>

LAND ACKNOWLEDGEMENT

The University of Calgary, located in the heart of Southern Alberta, both acknowledges and pays tribute to the traditional territories of the peoples of Treaty 7, which include the Blackfoot Confederacy (comprised of the Siksika, the Piikani, and the Kainai First Nations), the Tsuut'ina First Nation, and the Stoney Nakoda (including Chiniki, Bearspaw, and Goodstoney First Nations). The City of Calgary is also home to the Métis Nation of Alberta (Districts 5 and 6).

ACKNOWLEDGEMENT AND RESPECT FOR DIVERSITY

The Department of Anthropology and Archaeology views diversity of identity as a strength and resource. Your experiences and different perspectives are encouraged and add to a rich learning environment that fosters critical thought through respectful discussion and inclusion.

COURSE POLICIES

Email Policy

- In all emails to the instructor or TA you must use your U of C email address.
- Please use an appropriately formal format. Do not begin an email 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 on the D2L questions forum, as other students will benefit from the answer.
- Most of the time, you can expect a reply to an email within 24 hours.

Academic Integrity

- Academic integrity is a commitment to, and the demonstration of, honest and responsible scholarship.

- Students are expected to inform themselves about plagiarism and strategies for maintaining academic integrity while learning with their peers. More information can be found at: <https://www.ucalgary.ca/student-services/student-success/learning/academic-integrity>

UNIVERSITY POLICIES

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/sites/default/files/teams/1/Policies-Student-Accommodation-Policy.pdf>

ACADEMIC 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
- Graduate Students' Association (GSA) Information
- Emergency Evacuation/Assembly Points
- Safewalk

TENTATIVE CLASS SCHEDULE

- Please note that this schedule is tentative.
- 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 readings are on a separated document on D2L

Date	
M Jan 8	Introduction to business anthropology
W Jan 10	Core concepts and methods in anthropology
F Jan 12	Core concepts and methods in anthropology
M Jan 15	History of Business anthropology
W Jan 17	History of Business anthropology
F Jan 19	History of Business anthropology
M Jan 22	Organizational ethnography
W Jan 24	Organizational ethnography
F Jan 26	Organizational ethnography
M Jan 29	Organizational ethnography
W Jan 31	Organizational ethnography
F Feb 2	Organizational ethnography
M Feb 5	Consumer research
W Feb 7	Consumer research
F Feb 9	Consumer research
M Feb 12	Midterm exam 1
W Feb 14	Consumer research
F Feb 16	Consumer research
Feb 18-24	Reading Break. No classes
M Feb 26	Culture trends
W Feb 28	Culture trends
F Mar 1	Culture trends
M Mar 4	Language and translation
W Mar 6	Language and translation
F Mar 8	Cross cultural communication
M Mar 11	Cross cultural communication
W Mar 13	Negotiating across cultures
F Mar 15	Negotiating across cultures
M Mar 18	Midterm exam 2
W Mar 20	Globalization
F Mar 22	Globalization
M Mar 25	Globalization
W Mar 27	Workplace diversity and talent acquisition
F Mar 29	Good Friday no classes
M Apr 1	Easter Monday no classes

W Apr 3	Workplace diversity and talent acquisition
F Apr 5	Workplace diversity and talent acquisition
M Apr 8	Concluding class
Apr 12-23	Fall Final Exam Period

IMPORTANT DATES

M Jan 8	Start of Classes
R Jan 18	Last day to drop a class without a financial penalty
F Jan 19	Last day to add or swap a course
F Jan 26	Fee payment deadline for Fall Term full and half courses.
M Feb 19	Alberta Family Day No Classes.
Feb 18-24	Reading Break. No classes.
F Mar 29	Good Friday no classes
M Apr 1	Easter Monday no classes
T Apr 9	End of classes Last day to withdraw from half courses.
Apr 12-23	Fall Final Exam Period.
May 20-25	Exam period for Registrar deferred final exams

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