

ANTHROPOLOGY 319.01

Anthropology and Business

Fall 2020

TR 1:40-2:55, ECTR 114

HYBRID

Dr. Hector Qirko

Office Hours: Monday-Thursday 12:00-1:30*

(*Tue/Thu available to meet in person)

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Course goals and student learning outcomes- Upon successful completion of the course, you should:

- understand anthropological perspectives on business and organizational culture, as well as the history of applied business anthropology;
- demonstrate basic knowledge of the use of cultural anthropology theory and methodology in industrial, corporate, and small business settings;
- explain theory and case studies in a number of specific focal areas such as organizational culture, market/consumer research, design, intercultural communications, etc.; and
- apply course materials to conduct research, make presentations, and discuss particular areas of interest pertaining to the topic.

Required texts

Readings, videos, and links as made available through our OAKS page.

Course structure

As presently decided for all CofC courses, ours will be **online only** from August 25 to September 14. For that period of time, the course will be asynchronous (no group meetings), but run as much like a Tue/Thu on-campus class as possible. Class periods will be online voice-thread lectures, and will include coverage of textbook and other readings, links, and video. On Monday and Wednesday evenings I'll post the lectures dated for the next day (although you can watch them whenever you want).

When on-campus classes resume, ours will become a **hybrid course**. Only a reduced number of students can be in the classroom at any given time, so half of you will be assigned in-class teaching on Tuesdays, the other half on Thursdays. However, both lectures each week will be recorded and uploaded so that students can view the ones they cannot attend in person. Class periods will consist of lectures, discussion of topics, readings, and videos/links. You are expected to read all assigned readings and be prepared to summarize and discuss their contents and implications in class. After Thanksgiving, the class will return (briefly) to being **online only**.

Your course grade will be based two take-home essay exams, a research project, and class participation, along with some optional extra-credit quizzes. Discussion boards on OAKS will allow you to discuss material with other students and with me, and I'll have virtual office hours during which we can email, phone, or zoom individually. I can also meet with you in person (outside).

Graded work

Exam I	30%
Exam II	30%

Participation	10%
Research project	30%
Extra credit quizzes	5% (total)

Grade scale

A 92-100%; A- 90-91; B+ 88-89; B 82-87; B- 80-81; C+ 78-79; C 72-77; C- 70-71; D+ 68-69; D 62-67; D- 60-61; F 59 or below.

Exams (due 10/12, 12/12)

There will be two take-home, short essay exams designed to ensure course engagement and understanding of materials covered in the lectures, textbook, additional materials, videos, and class discussion. In addition to fundamental terms, concepts and illustrations, you will be expected to identify specific research as emphasized in lectures and readings. The exams will be open book, and you will have several days in which to complete them, so answers are expected to be thoughtful, complete and well-written. Exams will for the most part not be cumulative, and study guides will be provided prior to each.

Research project (30% total- see below for due dates for each graded step)

In addition, you will conduct a literature review of a particular area of interest and submit a research paper. A topic choice, including 3-5 citations of preliminary sources, should be submitted for approval no later than 10/1 (5%). Topics must in some sense explore the intersection of anthropology and business-related research or practice. An annotated bibliography with no fewer than eight sources will be due no later than 11/5 (10%). The final research paper (due 12/3) should be 10-12 pages of text (12 pt font, double spaced) in length, plus references (15%). Drafts or other materials may be submitted for ungraded feedback at any time up to two days prior to final paper due date.

Extra credit (5% maximum, dates TBA)

From time to time, you will have the opportunity to write brief (1 page) reactions to current issues related to anthropology and business as discussed in news or other internet sites, for a maximum of 5% of course grade.

Class participation (10% total)

As this is a hybrid course, class participation is different than in a fully face-to-face class. In-class participation will be evaluated on the basis of engagement, preparation, and questions/discussion as appropriate. Online participation will be evaluated based on comments, questions, discussion with other students and me on discussion boards. In both cases, your grade will be determined by a combination of my and your assessments (5%). The other component of your class participation grade is a brief presentation of your research project (in choice of various online formats to be discussed) at the end of the semester (12/1 or 12/3- 5%).

NOTE: How and how much you contribute to online discussion is up to you, but when you do contribute online comments, please be courteous, respect disagreement, share your knowledge, cite your sources, and help each other. Be forgiving (including of me!) as we navigate the online discussion world, especially as some of us may not have much experience in it.

Office hours

I will hold virtual office hours Monday to Thursday, 12:00-1:30. That means you can reach out to me by phone or email, or we can use video, and I will be available to respond immediately or, if I'm communicating with another student, immediately afterwards. I can also meet you in person,

outside, on Tuesdays and Thursdays during those times by appointment. You can also email me any time outside of office hours, and I will get back to you as soon as possible.

Special needs

If you have (or think you might have) a documented disability that may impact on your work in this class and for which you may require accommodations, contact an administrator at the Center of Disability Services/SNAP, <http://disabilityservices.cofc.edu/>. Remember that accommodations must be approved early in the semester, and not during or after exam periods or assignment due dates. Please feel free to discuss related issues with me at any time during office hours or by appointment. Additionally, whether or not you have a documented disability, let me to know about anything that can make navigating and learning course materials easier for you.

Self-care and finding a healthy life-college balance:

Keeping life, school, and often work in balance can be difficult, and perhaps no more so than this semester, no matter where you are. This site provides resources to help with some of the many issues that can come up. Also always feel free to discuss issues with me if you want additional input. <https://sites.google.com/cofc.edu/self-care-hoffmann/home?authuser=1>

Honor code: Violations of the honor code will be taken seriously. If you need reminding, you can find the complete code and all related processes in the Student Handbook at <http://deanofstudents.cofc.edu/honor-system/studenthandbook/> Obviously, lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student's transcript for two years, after which the student may petition for the XX to be expunged. The F is permanent.

However, as plagiarism is sometimes an unintentional infraction, I recommend that you read MLA's Academic Integrity Guide (<https://style.mla.org/plagiarism-and-academic-dishonesty/>) and/or watch a tutorial video (<https://lo.library.wisc.edu/plagiarism/>). Don't hesitate to contact me with any doubts or questions you may have regarding this issue.

COURSE OUTLINE

(Subject to revision as needed; required readings are identified below and on OAKS by author last name and last two digits of year of publication. NOTE: Section readings will be added to outline below as the course progresses.)

Section 1 – Introduction - (begin online instruction)

- 8/25 Introduction to course
- 8/27 Introduction to field [Guang Tian et al. 18; Moeran 14]

Section 2 – History and basic concepts

- 9/1 Historical development [Schwartzman 93; Baba 06, part 2: pp. 21-50]
- 9/3 Culture and organizational culture [Alvesson 02 chpt 1; Reynolds 94]

Section 3 - Main methods

- 9/8 Ethnography [Garsten & Nyqvist 13; Ryan & Bernard 03]
- 9/10 Beyond ethnography [de Waal Malefyt & Morais 12 chpt 8; Patel 14]
- 9/15 Beyond ethnography 2 [Sunderland & Denny 07 chpt 3]
(NOTE: begin in-class instruction)

Section 4 - Focal areas

- 9/17 Diffusion and innovation [White & Racheby 94; Vejlggaard 18]
- 9/22 Development, globalization [Nolan 94; Mosse 13]
- 9/24 Anthropology of work [Trice 93; Gregory-Huddleston 94; Gappy 18]
- 9/29 Comparative organizational studies [Hofstede 11 (link); Kleinberg 94]
- 10/1 Kinship, ethnicity and entrepreneurship [Vlahos 85; Sunderland & Denny 07 chpt 8; **research proposals due**]
- 10/6 Intercultural communication 1 [“Ten Tips” link; Hooker 08; Tannen 95]
- 10/8 **Exam 1 [Take-home exam due by end of day 10/12]**
- 10/13 Intercultural communication 2 [Friday 89; Bonaccio et al. 16]
- 10/15 Engineering and design [Graffan 10, Chavan et al. 09]
- 10/20 Market/consumer research 1 [Henderson 17 (link); Schwegler 18; Tadjewski & Wagner 06]
- 10/22 Market/consumer research 2 [Huhn 19 (link); Guan Tien & Borges 12]
- 10/27 Advertising, branding 1 [Olsen 95; de Waal Malefyt & Morais 12 chpt 7]
- 10/29 Advertising, branding 2 [Klein 08; Agafonoff et al. 14]
- 11/3 **NO CLASS –Election day**
- 11/5 More issues in organizational culture [Alvesson 02 chpt 3; White 17 (link); **bibliographies due**]
- 11/10 Diversity management [Dobbin & Kalev 16 (link); Kirko 12]

Section 5- More roles, skills, and ethics

- 11/12 Cultural assessments [HR Cloud (link); OCAI (link); Kirko et al 95 (pp.6-13)]

- 11/17 evaluation and forecasting [Birt 17 (link); Singer 14 (link); Lindley 15]
- 11/19 Consulting skills, ethics [Weinberg 94; de Waal Malefyt & Morais 12, chpt 9]

Section 6 - Student presentations and concluding thoughts

- 11/24 Concluding thoughts [Garsten & Nyqvist 13B; Jordan 10; Vogel & Gamwell 20 (link)]
- 11/26 **NO CLASS - Thanksgiving** (after which return to online class)
- 12/2 **online presentations due by end of day**
[see presentation guidelines on OAKS]
- 12/3 **research project due by end of day**
- 12/8 **Exam 2 [Take-home exam due by end of day 12/12]**

ADDITIONAL ONLINE RESOURCES (FYI, not required)

Any problems with any aspect of the course, don't hesitate to meet with me. Also, there are many good online articles on critical skills helpful to navigating this course and others. For example:

Critical thinking

http://www.criticalthinking.org/files/Concepts_Tools.pdf

Active reading

<http://www.mycollegesuccessstory.com/academic-success-tools/active-reading.html>

<http://www.mycollegesuccessstory.com/academic-success-tools/advanced-reading.html>

Critical reading

http://www.criticalreading.com/critical_reading.htm

Effective writing

http://www9.georgetown.edu/faculty/kingch/How_to_Write_a_Research_Paper.htm

And don't forget that you can always make use **Center for Student Learning**:

The Center for Student Learning's (CSL) academic support services provide assistance in study strategies, speaking & writing skills, and course content. Services include tutoring, Supplemental Instruction, study skills appointments, and workshops. For more information regarding these services please visit the CSL website at <http://csl.cofc.edu> or call (843) 953-5635.

NOTE: This fall, the Writing Lab is offering "On-line Writing Assistance" Monday through Friday with extended hours on Sunday. Students visit the Center for Student Learning's Web site <http://csl.cofc.edu>, sign up for help by following the Web site's directions, and, then, go right to a

drop-in session with Writing Lab consultants. The Lab opens for fall on Monday September 7, and its hours are Monday-Thursday 10-9; Friday 10-12 noon; and Sunday 4-9 p.m.