

ANTHROPOLOGY 4800/6800 (001)—Business Anthropology: Consumer Research, Organizational Culture, and Design

Clemson University—Spring 2018

Professor: Dr. Melissa Vogel (mvogel@clemson.edu)

COURSE DESCRIPTION:

This seminar course provides a comprehensive overview of business anthropology and a cross-cultural perspective on three main areas: consumer research, organizational culture, and design anthropology. Readings and discussions will focus on a survey of anthropology as applied to global business, with an emphasis on solving real world business problems. The class will conclude with student presentations of independent research projects on a related topic of the student's choice. The unifying themes will be the importance of applying social science research methods and theory and global perspectives to inform strategic decision-making. Through readings, lectures, discussions, and visual media, students will explore the intersection of anthropological knowledge and the world of business.

Student Cautions: This is an upper division course at a nationally ranked university, so you can expect a rigorous class geared to that level. As a seminar style course which is “reading and writing intensive,” the success of the class is dependent on each student fulfilling their obligation to their classmates by coming prepared to discuss the readings and actively participating. Therefore it is essential that you keep up with the readings and lecture notes and perform consistently well throughout the semester, if you want to earn an excellent grade. Please don't expect to “coast” for most of the semester, then cram at the last minute.

Required Texts: *Business Anthropology, 2nd ed.* (2013) by Ann Jordan (Jordan)
Handbook of Anthropology in Business (2014) by Rita Denny & Patricia Sunderland, eds. (HB)
The Cultural Dimension of Global Business 8th ed. (2017) by Gary Ferraro and Elizabeth Briody (Ferraro)
Transforming Culture (2010) by Elizabeth Briody et al (Briody)
Ethics in the Anthropology of Business (2017) by de Waal Malefyt and Morais, eds. (M&M).

Additional readings are posted on Canvas (by Author)

(Occasional readings and resources may be handed out in class.)

Learning Objectives:

1. Apply anthropological methods and knowledge to solving real-world business problems.
2. Conduct fieldwork and collect ethnographic data on consumer behavior or organizational culture.
3. Analyze and interpret data on human behavior to produce actionable insights.
4. Synthesize findings for presentation to business clients.

ATTENDANCE POLICY:

Regular attendance is necessary for academic success in this course; therefore students are expected to attend all classes and take detailed notes. Your grade requires that you not only attend class but also actively participate in discussions and activities. A student who misses too many classes may be administratively withdrawn. If you miss a class, you must get notes from a classmate. Please do not ask me or the TA for notes. Be on time for exams or it may affect your grade.

COURSE REQUIREMENTS:

This is a seminar style course, so students are expected to have readings completed for the date assigned and be prepared to discuss them in class. In-class group work will be an important aspect of the course, therefore regular attendance and participation are essential for your success. In accordance with university policy, your grades are available to you at any time. Students with appropriate university documentation for disabilities will be fully accommodated. Grading will be based on the following breakdown:

Undergraduate Grading Rubric

Class Participation	10%	=	50 pts.
Business Anthropology News Paper (2/12):	10%	=	50 pts.
Leading Discussion:	10%	=	50 pts.
Midterm Exam:	20%	=	100 pts.
Consumer project and Presentation:	30%	=	150 pts.
<u>Final Exam:</u>	<u>20%</u>	<u>=</u>	<u>100 pts.</u>
Total:	100%	=	500 pts.

Each student will find a current news article (include a copy) regarding some aspect of business anthropology and write a short paper (2-3 pgs double-spaced) explaining why that article is relevant for the class and how an anthropological approach is being used or would be useful. In addition, pairs of students will be expected to lead the discussion each week. I strongly encourage discussion leaders to be creative about how to engage their fellow students. You can use powerpoint slides, handouts, photos, diagrams, the wipe board, etc. Do your best to keep your fellow students interested. It is up to the discussion leaders to be our guides, but all students are expected to participate in the discussions each week and to prepare detailed notes to be used in the discussion.

The Exams will cover material from lectures, readings, videos, and class discussions. Scantrons will be provided. Makeup exams will be given only in the case of a documented medical emergency or with prior notice if you must attend a university-sponsored event (proper documentation still required). Email me if you must miss an exam. You will take the exam as soon as possible at a time convenient for both of us. Topics for the Final Paper must be approved by the instructor by Week 8.

In accordance with university policy, your grades are available to you at any time. Any grade challenges must be presented ***in writing with detailed justifications*** within three days of receiving the grade.

You have one major project which requires independent field research:

Consumer Behavior Project

due: **Apr. 25**

For your major project you will conduct ethnographic interviews with 5 people you know regarding a brand of your choice. You will apply both etic and emic perspectives to this brand and report your findings as if to a Brand Manager (see handout for assignment details). You will be the researcher providing brand insights and strategic recommendations, and give a short, PPT presentation to the class in Week 15.

Please follow these guidelines as well:

- Topics must be approved by professor IN ADVANCE (**TOPICS DUE WEEK 8**)
- Be sure to interview people you know (friends and family), and pick a brand about which you do not have strong feelings.
- Start with the same questions for all participants, although follow up questions may differ.

****Papers will be turned in via Canvas and uploaded to the TurnItIn website. This website checks for evidence that your work is original by comparing it to sources stored on the internet as well as to the work of your classmates and of students from universities around the world. I take this step for your protection as much as mine. NO LATE PAPERS ACCEPTED.**

GENERAL WRITING TIPS FOR ANTHROPOLOGY:

If this is your first anthropology course or if you'd just like some guidelines for how to write from an anthropological perspective, here are a few tips for how to write an anthropology paper. Thinking about these questions while reading the assignments for the class will help you to gain a greater understanding of the works and hopefully improve the clarity and effectiveness of your writing.

1. Think of your audience as your fellow classmates: people who are familiar with anthropology and its terms, but not the specifics of your case study or problem.
 2. **Proofread** for grammar and punctuation; spell check won't catch it if you type "quiet" instead of "quite," or "where" instead of "were."
 3. Don't forget to give your paper a **title**.
 4. For response papers, adopt a critical tone, as in the case of a book review. You may speak in the first person for response papers.
 5. Do NOT just summarize an article; give your opinion of the work or situation.
 6. Point out anything that caught your attention, whether positive or negative.
 7. What is the author's analytical framework? Research questions? Thesis? How did the author collect data?
 8. What counts as evidence: observed behaviors, testimony, material culture, etc.?
 9. Give concrete examples, use quotes, paraphrase, and compare/contrast with other works you've read.
 10. ****Most importantly, make sure to follow the directions specific to each assignment.****
- References cited should be listed alphabetically, double-spaced, at the end of the paper. In-text citations should take the following form: (Castles 1990, 323). *American Anthropologist* format for citations and references is as follows:

Journals:

Bessire, Lucas, and David Bond. 2014. "Ontological Anthropology and the Deferral of Critique." *American Ethnologist* 41 (3): 440–56.

Books:

Asad, Talal. 2003. *Formations of the Secular: Christianity, Islam, Modernity*. Stanford, CA: Stanford University Press.

Book Chapters:

Comaroff, Jean. 1996. "The Empire's Old Clothes: Fashioning the Colonial Subject." In *Cross-Cultural Consumption: Global Markets, Local Realities*, edited by David Howes, 19–38. London: Routledge.

Online Resources:

Daser, Deniz. 2014. "AE Interviews Catherine Lutz (Brown University)." *American Ethnologist* website, May 9. Accessed [Month Day, Year].
<http://americanethnologist.org/2014/ae-interviews-catherine-lutz-brown-university>.

For further information on formatting references cited or in-text citations see:

<http://www.americananthro.org/StayInformed/Content.aspx?ItemNumber=2044>

PLAGIARISM:

All work turned in on tests and papers must be your own. Academic dishonesty in any form is not tolerated, and violators will be punished with the maximum penalties. Any material taken word-for-word from any source must be put in quotes and the source information must be provided completely. Work from other students, the internet, or any paper-writing service may not be used under any circumstances. Plagiarism is stealing. When in doubt, provide citation information!

The following is the official Clemson statement on academic integrity:

"As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form."

CLASSROOM GUIDELINES:

This is a college-level course and an attentive, responsive class will create a positive class atmosphere. Therefore the following behaviors are unacceptable during class: **using your laptop for anything other than taking notes**, reading anything not assigned for the course, sleeping, disrupting class verbally or physically, and rude conduct. Please arrive on time and stay for the entire class period. Please turn all cell phones off. If you find yourself falling behind in school for personal or academic reasons, please see me rather than simply stop attending class. If I know there is a problem, I can direct you to the proper resources. Students who wish to drop this class

must follow appropriate university procedures to do so. Please do not simply stop attending.

ADDITIONAL INFORMATION AND RESOURCES:

In the unlikely event that the instructor is late for class, please wait at least 15 minutes. If class should be cancelled for any reason (e.g., inclement weather), all readings/assignments/exams for BOTH the missed day(s) AND the current day will be due on the day that classes resume. Please note that classes will be cancelled only with official university announcements.

*I do my best to respond to student emails in a timely fashion. However, I am not available all day every day. Please contact me in advance if you have questions. **If you really need to talk to me, make an appointment**—office hours sometimes fill up.

Students with disabilities requesting accommodations should make an appointment with Dr. Margaret Camp (656-6848), Director of Disability Services, to discuss specific needs within the first month of classes. Students should present a Faculty Accommodation Letter from SDSS when they meet with instructors. Accommodations are not retroactive and new Faculty Accommodation Letters must be presented each semester.

For more information on time management, study skills, improving your writing or note-taking, please contact the Academic Success Center at www.clemson.edu/asc, consult www.clemson.edu/collegeskills, or ask for assistance.

Clemson University Title IX (Sexual Harassment) Statement:

Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Mr. Jerry Knighton is the Clemson University Title IX Coordinator. He also is the Director of Access and Equity. His office is located at 111 Holtzendorf Hall, [864.656.3181](tel:864.656.3181) (voice) or [864.565.0899](tel:864.565.0899) (TDD).

Emergency Guidelines from Clemson University Police Department

Evacuation:

- When evacuating buildings, do not use elevators as they may lose power, stranding riders.
- Familiarize yourself with the locations of stairwells and exits.
- Individuals needing assistance evacuating should move to a stairwell away from the hazard, dial 911, and provide the Dispatcher with their exact location and what they need regarding evacuation.

- When evacuating follow the instructions provided by Public Safety personnel to reach a safe place.
- To seek “Tornado Safer Places,” get to the lowest level of the building time allows, stay away from areas with windows and glass, and put as many walls as you can between yourself and the outside. In public buildings, bathrooms typically have an additional wall.

Active Shooter:

- Always call 911 as soon as you possibly can.
- Run away from the area, if it is safe to do so, time allows and the gunman is not nearby.
- Hide if the gunman is too close to your location. Find a safer place, lock and barricade doors, turn lights out and cell phones off or to vibrate.
- Fight. As a last resort, resolve to fight the intruder with everything you have at your disposal.

A short video prepared and presented by the Department of Homeland Security can be found at: dhs.gov/video/options-consideration-active-shooter-preparedness-video.

Instructions for accessing additional readings:

- * Log into Canvas & click on Modules on the left side of the page.
- * Select the folder with the appropriate week’s date. All the additional readings for that week will be in the folder. You can download the articles or print them out.

LECTURE TOPICS AND ASSIGNMENTS:

Jan. 10	Course Introduction. Text: Baer
Week 1:	
Jan. 15	<i>MLK Day (NO CLASS)</i>
Jan. 17	Introduction to Anth, Business Anth (inc. subfields) Text: Jordan ch. 1 & 2, Ferraro ch. 1
Week 2:	
Jan. 22 & 24	How do we apply anthropology to business? Mixed methods Text: Jordan ch. 3 & 4, Sunderland & Denny, (<i>optional: HB ch. 6</i>)
Week 3:	
Jan. 29 & 31	Advertising and market research Text: Jordan ch. 6, HB ch. 30, Malefyt & Morais
Week 4:	
Feb. 5 & 7	Consumer Culture Text: Ferraro ch. 8, HB ch. 32, Libert et al, Valtonen
Week 5:	
Feb. 12 & 14	Design Anthropology/UX Text: Jordan ch. 7, HB ch. 8 & 27, Otto & Smith *Bus Anth in the News paper DUE*
Week 6:	
Feb. 19 & 21	Design Thinking and the Digital World Text: HB ch. 28 & 35, Convertino & Fishberg, Wasson

Week 7: Feb. 26 Feb. 28	MIDTERM EXAM (in class) Organizational Culture: corporations Text: Briody ch. 1-4, Ferraro ch. 6
Week 8: Mar. 5 & 7	Organizational Culture: government & non-profits Text: Jordan ch. 8, Ferraro ch. 2, HB ch. 11, Hall *Paper Topics DUE*
Week 9: Mar. 12 & 14	International Business Text: Jordan ch. 9, Ferraro ch. 9, HB ch. 13 & 29, M&M ch. 5
Week 10: Mar. 19-23	<i>SPRING BREAK</i> (no class)
Week 11: Mar. 26 & 28	Intercultural Communication Text: Ferraro chs. 3 & 4, Martin, Gannon & Pillai
Week 12: Apr. 2 & 4	Bringing theory into practice Text: Jordan ch. 10 & 11, HB ch. 2 & 33
Week 13: Apr. 9 & 11	Ethical Concerns Text: Jordan ch. 5, M&M chs. 1, 2, 3, & 7
Week 14: Apr. 16 & 18	Corporate Ethnography, Workplace anthropology Text: HB ch. 1, Harrison-Conwill, Jordan article
Week 15: Apr. 23 & 25	Student Presentations **PAPER DUE**
*Mon. Apr. 30	FINAL EXAM 9-10:30am *

****I reserve the right to modify this syllabus during the semester if necessary. In that case you will be notified by email, an announcement in class, and on Canvas.****