

RECEIVED

OCT 06 2015

OFFICE OF THE
SENATE COUNCIL

1. General Information

1a. Submitted by the College of: ARTS & SCIENCES

Date Submitted: 4/29/2015

1b. Department/Division: Anthropology

1c. Contact Person

Name: Scott Hutson

Email: scotthutson@uky.edu

Phone: 79642

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: ANT 312

2c. Full Title: Business, Culture and Society

2d. Transcript Title: Business, Culture and Society

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: The course introduces students to recent research in business and organizational anthropology within three overlapping domains: marketing and consumer behavior, organizational theory and culture, and global business (especially international marketing, intercultural management and intercultural communication). We will explore and critically examine the meaning and usage of core concepts such as culture, design, social organization, consumption, globalization, ethnography, business, branding and marketing. Students will have opportunities for hands-on research involving observation and critical analysis and will learn how to make effective (oral, written, and visual) critical commentaries on the methods, theories and ethics of business anthropology.

2k. Prerequisites, if any:

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

Will the course be offered every year?: No

If No, explain: probably every three or four semesters, pending student demand

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 35

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: No

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: This course is designed to appeal to students beyond the discipline of anthropology. With appropriate advertising I believe the topic will prove attractive to students from across the social sciences and other Colleges, such as Gatton, the College of Design, and the College of Engineering.

8. Check the category most applicable to this course: Relatively New – Now Being Widely Established,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?
2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.
3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.
4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?
If yes, which percentage, and which program(s)?
5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?
6. How do course requirements ensure that students make appropriate use of learning resources?
7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.
8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?
9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO
If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.
10. Does the syllabus contain all the required components? NO
11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|MANGLIN|Mary K Anglin|ANT 312 NEW Dept Review|20150305

SIGNATURE|ACSI222|Anna C Harmon|ANT 312 NEW College Review|20150504

SIGNATURE|JMETT2|Joanie Ett-Mims|ANT 312 NEW Undergrad Council Review|20150930

SIGNATURE|JMETT2|Joanie Ett-Mims|ANT 312 NEW Undergrad Council Review|20151006

SIGNATURE|RWJEFF1|Richard Jefferies|ANT 312 ZCOURSE_NEW Approval Returned to Dept|20151006

New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

[Open in full window to print or save](#)

Generate F

Attachments:

[Browse...](#)

Upload File

	ID	Attachment
Delete	5490	ANT 312 Revised syllabus.docx

[First](#) 1 [Last](#)

(*denotes required fields)

1. General Information

- a. * Submitted by the College of: Submission Date: 4/29/2015
- b. * Department/Division:
- c.
- * Contact Person Name: Email: Phone:
- * Responsible Faculty ID (if different from Contact): Email: Phone:
- d. * Requested Effective Date: Semester following approval OR Specific Term/Year¹
- e. Should this course be a UK Core Course? Yes No
- If YES, check the areas that apply:
- Inquiry - Arts & Creativity Composition & Communications - II
- Inquiry - Humanities Quantitative Foundations
- Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning
- Inquiry - Social Sciences U.S. Citizenship, Community, Diversity
- Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

- a. * Will this course also be offered through Distance Learning? Yes¹ No
- b. * Prefix and Number:
- c. * Full Title:
- d. Transcript Title (if full title is more than 40 characters):
- e. To be Cross-Listed² with (Prefix and Number):
- f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.
- | | | | |
|--|--|---------------------------------|---------------------------------|
| <input type="text" value="3"/> Lecture | <input type="text"/> Laboratory ¹ | <input type="text"/> Recitation | <input type="text"/> Discussion |
| <input type="text"/> Indep. Study | <input type="text"/> Clinical | <input type="text"/> Colloquium | <input type="text"/> Practicum |
| <input type="text"/> Research | <input type="text"/> Residency | <input type="text"/> Seminar | <input type="text"/> Studio |
| <input type="text"/> Other | If Other, Please explain: | | |
- g. * Identify a grading system:
- Letter (A, B, C, etc.)
- Pass/Fail
- Medicine Numeric Grade (Non-medical students will receive a letter grade)
- Graduate School Grade Scale
- h. * Number of credits:
- i. * Is this course repeatable for additional credit? Yes No
- If YES: Maximum number of credit hours:
- If YES: Will this course allow multiple registrations during the same semester? Yes No

j. * Course Description for Bulletin:

The course introduces students to recent research in business and organizational anthropology within three overlapping domains: marketing and consumer behavior, organizational theory and culture, and global business (especially international marketing, intercultural management and intercultural communication). We will explore and critically examine the meaning and usage of core concepts such as culture, design, social organization, consumption, globalization, ethnography, business, branding and marketing. Students will have opportunities for hands-on research involving observation and critical analysis and will learn how to make effective (oral, written, and visual) critical commentaries on the methods, theories and ethics of business anthropology.

k. Prerequisites, if any:

l. Supplementary teaching component, if any: Community-Based Experience Service Learning Both

3. * Will this course be taught off campus? Yes No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): Fall Spring Summer Winter

b. * Will the course be offered every year? Yes No

If No, explain: probably every three or four semesters, pending student demand

5. * Are facilities and personnel necessary for the proposed new course available? Yes No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 35

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? Yes No

b. * Will it be of interest to a significant number of students outside the degree pgm? Yes No

If YES, explain:

This course is designed to appeal to students beyond the discipline of anthropology. With appropriate advertising I believe the topic will prove attractive to students from across the social sciences and other Colleges, such as

8. * Check the category most applicable to this course:

Traditional – Offered in Corresponding Departments at Universities Elsewhere

Relatively New – Now Being Widely Established

Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? Yes No

If YES, name the proposed new program:

b. * Will this course be a new requirement ² for ANY program? Yes No

If YES ², list affected programs:

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? Yes No

If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in 10.b. You must include: (i) identify additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b. * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if apply 10.a above) are attached.

¹¹ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

¹² The chair of the cross-listing department must sign off on the Signature Routing Log.

In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, require two hours per week for a semester for one credit hour. (from SR 5.2.1)

You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.

In order to change a program, a program change form must also be submitted.

Rev 8/09

Anthropology 312
Business, Culture and Society
3 credit hours

Sarah Lyon
Lafferty 201
Tuesday/Thursday 9:30-10:45

sarah.lyon@uky.edu
Tel: 257-5038/539-1296
Office Hours: T/TH 8:30-9:30

Course Description:

The course introduces students to recent research in business and organizational anthropology within three overlapping domains: marketing and consumer behavior, organizational theory and culture, and global business (especially international marketing, intercultural management and intercultural communication). We will explore and critically examine the meaning and usage of core concepts such as culture, design, social organization, consumption, globalization, ethnography, business, branding and marketing. Students will have opportunities for hands-on research involving observation and critical analysis and will learn how to make effective (oral, written, and visual) critical commentaries on the methods, theories and ethics of business anthropology.

Specifically students will gain practical insights into

- How culture affects people's relations with products and vice-versa
- How anthropology is used in consumer research
- How technologies are changing cultures across the world and how cultures change technology
- How ethnography—a research method for the study of culture—is used to design new products and services
- How culture affects behavior in organizations
- How to effectively convey their ideas through multimodal forms of communication (verbal, written, and visual)

Learning Outcomes:

At the conclusion of this course you will be able to:

- Explain the meanings of culture, globalization, and ethnography and how anthropologists analyze and practice these concepts in both academic and business settings.
- Describe how successful businesses have benefited from an anthropological perspective that focuses on cultural diversity and cultural relativism and have an opportunity to practice anthropological approaches and methodologies first-hand.
- Make educated critical commentaries on readings and social issues involving global businesses and business cultures and how culture affects behavior in diverse organizational settings.

Course Materials:

We will approach our study of business anthropology through a mixture of scholarly articles, book chapters and pieces from mainstream media outlets. All readings will be posted on the course Blackboard site. There are no assigned books for this course that you must purchase.

Assignments & Grading:

This is a hands-on, active learning course! While there are assigned readings, there will not be quizzes, tests or traditional papers. Instead, the course is designed to encourage you to *apply* the course material through project design, research, analysis and multimodal forms of communication. Attendance is very important since much of our class time will be devoted to collaborative work. Students will have an opportunity to earn up to a total of 100 points in this course and grades will be determined accordingly (e.g.: 100-90 points = A; 89-80 points = B; 79-70 points = C; 69-60 points = D; 59-0 points = F). Mid-term grades will be posted to Blackboard and turned into the registrar by TBD. Please note: all assignments are due by the start of class on the date listed unless otherwise noted. Each day that an assignment is turned in late will result in a 5% reduction in the final assignment grade.

The following assignments will be graded over the course of the semester:

Attendance: _____ 15%

You are given two "free" unexcused absences over the course of the semester. After these, you will lose two points off their final grade each time they miss class.

Discussion Questions: _____ 10%

You are required to turn in three reading questions each week. They are due on Monday at 1:00 and should be turned into me using the Journal function on Blackboard. In order to write thoughtful questions that foster critical thinking and engaged discussion you will need to read the assigned material. Questions will be graded according to the guidelines posted in the assignments section of Blackboard. I will collate the questions and provide them to the weekly reading leaders by noon on Tuesday so that they can plan for Wednesday's class.

Reading Leader: _____ 10%

Reading leaders are responsible for facilitating the class discussion of the assigned readings each Wednesday across the course of the semester. In the second week of the semester you will be given an opportunity to sign up for two reading leader slots. Leaders will facilitate our class discussion of the assigned material on these days in pairs or small groups (depending on class size). Reading leaders will be graded according to the guidelines posted in the assignment section of Blackboard.

Lifeworlds Exercise: _____ 5%

Due: TBD

This exercise will involve you filling in and labeling each of the 8 circles on your large sheet of paper (provided) as important areas of your life. Please use the detailed instructions posted to Blackboard to guide you through the series of steps that will help get you to that point.

Auto-Ethnography _____ 10%

Due: TBD

The goal of this assignment is two-fold: (a) to provide you with insight into some of the tools and analytical lenses used in ethnographic consumer research and (b) to help me to get to know you as holistic individuals, rather than as one-dimensional students. Your final essay should be approximately 1500 words in length. See Blackboard for detailed assignment guidelines.

Interview & Analysis: _____ 10%

Due: TBD

This project involves three components: (a) background research and design (in-class on x date) (b) ethnographic interviews with a diverse sample of Apple consumers (c) critical analysis and reflection (in-class and independently via written analysis due TBD). See Blackboard for detailed assignment guidelines.

Participant Observation & Analysis: 10%

Due: TBD

For this assignment you should choose a branded retail environment in which to conduct 30 minutes of participant observation. You will then write a 750 word analysis. Please follow the detailed assignment guidelines posted to Blackboard.

Final Project & Presentation: _____ 30%

The final project for this course is a multi-component group project on a topic of your choice which you will work on throughout the second half of the semester. Detailed assignment guidelines are posted to Blackboard. The components of the project include:

- Project Abstract (250 words) and Group Contract (*Due TBD*)
- Pres U workshop on Powerpoint and Prezi design (*TBD: mandatory attendance*)
- Literature review on your topic (*Due TBD*)
- Pres U workshop on Public Speaking (*TBD: mandatory attendance*)
- Empirical research results and initial analysis (*Due TBD*)
- Group presentation rehearsal at Pres U in Young Library (*Due between TBD*)
- A final PPT or Prezi presentation (*Due by TBD*)
- A final group presentation at Pres U in Young Library (*Due on TBD*)
- Audience participation and group member evaluation (*Due on TBD*)

Course Grading Scale:

100-90 points = A

89-80 points = B

79-70 points = C

69-60 points = D

59-0 points = E

Mid-term Grade

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/registrar/calendar>).

Course Policies:

Guidelines for Written Work:

All assignments should be turned in electronically via Blackboard *unless noted otherwise* in the course schedule below. I will deduct points for late assignments, unless you have an excused absence as defined below. Your papers should be in 12 pt, Times New Roman font with one inch margins. Please use anthropological style citations and references cited as per the American Anthropological Association. The AAA style guide is available at http://www.aaanet.org/publications/style_guide.pdf. You will be graded on the quality of your analysis *and* the quality of your writing. I am happy to work with you to improve your writing and reading comprehension skills. You are strongly encouraged to come to office hours (or make an appointment at a mutually convenient time) and discuss your written assignments. This will help you to organize your ideas and improve your writing. I WILL read drafts of papers in person. I WILL NOT read drafts of papers sent to me over e-mail (however, I am happy to read a thesis statement or introductory paragraph sent to me via e-mail). I also encourage you to visit the UK writing center located in the Thomas D. Clark Study on the 5th floor of William T. Young Library. Please visit <http://www.uky.edu/AS/English/wc/> or call 257-1356 for more information. All assignments are due by the start of class on the date listed unless otherwise noted. Each day that an assignment is turned in late will result in a 5% reduction in the final assignment grade.

Excused Absences:

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences:

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity:

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

COURSE SCHEDULE:

Date	Topic	Reading	Assignment
TH 1/16	Course Introduction	n/a	n/a
T 1/21	What is the Anthropology of Business?	Wood, "Anthropology Inc."	Film: Doing Anthropology [in class] American Breakfast and the Mother-in-Law
TH 1/23	The Concept of Culture and Cultural Stereotypes	Jordan, Anthropology of Business, chapters 1 & 2	Nacirema
T 1/28	The Concept of Culture and Cultural Stereotypes	Jordan, Anthropology of Business, chapters 3 & 4	Due: "Lifeworld" Exercise-Please bring to class!
TH 1/30	Technology and Culture	Bell, Making by Making Strange: Defamiliarization and the Design of Domestic Technologies	Anthropology Meets Technology [in class]
T 2/4	Business, Culture, and Corporate Culture	Denny & Sunderland, Framing Cultural Questions: What is Coffee in Benton Harbor and Bangkok?	Due: Auto-Ethnography Film: Inside Job [in class]
TH 2/6	Business, Culture, and Corporate Culture	Ho, Liquid Lives, Compensation Schemes, and the Making of (Unsustainable) Financial Markets	
T 2/11	Capitalism and Globalization	Jordan, Anthropology of Business, chapters 8 - 10	
TH 2/13	Capitalism and Globalization	Watson, China's Big Mac Attack Sherry et. Al., Fast Fash-	

		ion, Sustainability, and the Ethical Appeal of Luxury Brands	
T 2/18	Ethnography: "The Anthropological Trade"	Darrouzet et al, Participatory Ethnography at Work	Film: Beyond Ethnography-Corporate and Design Anthropology
TH 2/20	Ethnography: "The Anthropological Trade"	Jordan & Lambert, Working in Corporate Jungles Ortlieb, Emergent Culture, Slippery Culture	
T 2/25	Ethnography and Consumer Research	Jordan, Anthropology of Business, chapters 5, 6, & 7	Every Move You Make
TH 2/27	Ethnography and Consumer Research	Schembri, Reframing Brand Experience: The Experiential Meaning of a Harley	
T 3/4	Consumer Culture, Branding and Marketing	Borghini et al., Why are Themed Brandstores so Powerful? Retail Brand Ideology at American Girl Place	Due: Apple Interview Notes and Analysis
TH 3/6	Consumer Culture, Branding and Marketing	McCracken, The Evocative Power of Things: Consumer Goods and the Preservation of Hopes and Ideals	
T 3/11	Consumer Culture, Branding and Marketing	McCracken, Who is the Celebrity Endorser?	Due: Apple In-Store Observation and Analysis
TH 3/13	Consumer Culture, Branding and Marketing	Goodman, Star/Poverty Space: The Making of the Development Celebrity	Mid-Term grades posted to Blackboard
T 3/25	Business & Cultural Differences I: French and German	Hall & Hall, Understanding Cultural Differences, part 2	Film: Dark, Mysterious Austria
TH 3/27	Business & Cultural Differences I: French and German	Hall & Hall, Understanding Cultural Differences, part 3	Due: Critical Reading Response Conversation with Marcy Neal, lawyer [in class]
T 4/1	Business & Cultural Differences II: Japanese, Korean and Chinese	Daniels, Japanese Homes Inside & Out Park & Abelmann, Class and Cosmopolitan Striving: Mothers' Management of English Education in South Korea	Film: The Modern Japanese Home [in class] Conversation with Matt Krebs, anthropologist

TH 4/3	Business & Cultural Differences II: Japanese, Korean and Chinese	Osburg, From Fruit Plates to License Plates: Consumption, Status and Recognition among Chengdu's Elite	
T 4/8	Business & Cultural Differences III: Russian and Indian	Hsu, Capitalism without Contracts versus Capitalists without Capitalism Ledenova, From Russia with Blat: Can Informal Networks Help Modernize Russia?	
TH 4/10	Business & Cultural Differences III: Russian and Indian	Tenhunen, Mobile Technology in the Village: ICTs, Culture and Social Logistics in India	Conversation with Dr. Hsain Ilahiane, anthropologist [in class]
T 4/15	Why Global Businesses Need Anthropology	McCracken, Chief Culture Officer, Chapters 1, 2, 3 & 4	
TH 4/17	Why Global Businesses Need Anthropology	McCracken, Chief Culture Officer, Chapters 5, 6, 7, 8, & 9	
T 4/22	Final Project Preparation	n/a	n/a
TH 4/24	Final Project Preparation	n/a	n/a
T 4/29	Final Presentations	n/a	Due: In-Class Presentations
TH 5/1	Final Presentations	n/a	Due: In-Class Presentations