

Seminar on Business Anthropology

Instructor: Zhu, Yi (Ph.D.)

Semester: Spring and Autumn ABC

Time: Thursday, 1st & 2nd period (starts at 9:00 am)

Venue: 3B209

Contact info: zoezhuyizoe@gmail.com or visit Room 314, 3K (by appointment)

I. Course Description

This seminar uses an interdisciplinary approach to study management, globalization and anthropology. Students will read English materials and discuss the issues such as human resource management, global culture, cross-cultural management and organizational culture.

Before EVERY seminar session, every student is required to send an A4 size 1 page (or more) of Weekly Paper to the instructor at (zoezhuyizoe@gmail.com). The deadline is **ONE** day before the seminar, at **17:00**. For instance, as the first class is on April 14, students should submit their Weekly Paper by April 13, 17:00. If you failed to submit on time, you will get ZERO for your attendance the next day.

By writing the Weekly Paper, students are expected to better understand the reading material and to develop their writing skills. The followings should be included in the Weekly Papers besides the seminar title, your name and student ID:

1. Summary of the reading material's research question (s), answer (s) and methodology
2. Contribution of the reading material
3. Critiques on the reading material (for instance, are the research answers appropriate? Is the theoretical framework the author uses persuasive?)
4. Points that you don't well understand and the topics you would like to discuss at class

The attendance of students includes not only the lectures but also the extension program of the seminar, Career Talks. Each student needs to attend at least 15 times of classes including Career Talks in total.

II. Course Objectives

This course expects students to:

- Understand the basic concepts and theories of business anthropology;
- Gain basic knowledge of fieldwork as a research method;
- Improve the skills to analyze the English readings.

III. Assessment

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| In-class discussion | 30% |
| Weekly Papers | 50% |
| Participation in the Extension Program | 30% |
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| Total | 100% |

IV. Schedule

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| April 14 | Course introduction - Self-introduction, your goals at the class - Sharing your thoughts on Hyakuta (2014) |
| May 12 | Globalization, society and business Friedman (2005) Additional readings: Robinson (2007) |
| May 26 | Introduction to Business Anthropology Baba (2006) Additional readings: Jordan (2010) |
| June 9 | Conducting field work at business organizations Jordan (2013) Additional readings: Bernard (2002) |
| June 16 | Reflection & Student presentation - Present your learning outcome - Present your research schedule |

Summer Break

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| October 6 | Case: Japan Hamada (2005) Additional readings: Moeran (2013) |
| October 20 | Case: China Davies (2007) Additional readings: Hu (1944) |
| November 10 | Case: Hong Kong Wong (2009) Additional readings: Zhu (2015) |
| November 24 | Case: U.S. Gideon (2006) Additional readings: Van Maanen (1999) |
| December 8 | Reflection & Student presentation - Present what you have learned at class - For those who are preparing to write the thesis: Present your ideas on the thesis |

* This schedule is subject to change.

V. Reading materials

百田直樹『海賊と呼ばれた男（上）（下）』講談社、2014年。

Baba, M. (2006). Anthropology and Business. In Birx, H. J. (Eds.), *Encyclopedia of Anthropology*, CA: Sage Publications.

Bernard, R. H. (2002). *Research methods in anthropology: qualitative and quantitative approaches*. CA: AltaMira Press. 3rd edition, pp. 387-412.

Davies, D. J. (2007). Wal-Mao: The Discipline of Corporate Culture and Studying Success at Wal-Mart China. *The China Journal*, 58, pp. 1-27.

Friedman, T. L. (2005). *The world is flat: a brief history of the twenty-first century*. Vol. 19. Farrar, Straus and Giroux (441-476).

Hamada, T. (2005). The Anthropology of Japanese Corporate Management. In Robertson, J., (Eds.), *A Companion to the Anthropology of Japan* (125-152), Oxford: Blackwell Publishing.

Hu, H. C. (1944). The Chinese Concepts of "Face". *American Anthropologist*, 46(1), pp. 45-64.

Jordan, A. T. (2010). The Importance of Business Anthropology: Its Unique Contributions, *International Journal of Business Anthropology*. 1(1), pp.15-25.

Kunda, G. (2009). *Engineering culture: Control and commitment in a high-tech corporation*. Temple University Press, Chapter 4.

Moeran, B. (2013). Business Anthropology, Family Ideology and Japan. *Chinese Journal of Applied Anthropology*, 1(2), pp. 1-22.

Robinson, W. I. (2007). Theories of Globalization. In Ritzer, G. (Eds.), *The Blackwell Companion to Globalization* (125-143). MA: Wiley-Blackwell.

Van Maanen, J. (1996). The Smile Factory: Work at Disneyland. In Ancona, Deborah, et al. (Eds.). *Managing for the future: organizational behavior & processes* (11-24). South-Western College.

Wong, H. W. (2009). 'Colonization' in a Japanese Company in Hong Kong: The Nature of the Managerial Control of Yaohan in Hong Kong, *Toyo Bunka* 89, pp. 271-298.

Zhu, Y. (2015). Corporate ideology and store managers: Implication from a Japanese retailer. *The Journal of International Public Policy*. 36: 1-24.

VI. Useful resources

1. Google Scholar

- <https://scholar.google.co.jp/>
 - For academic research work
 - Mainly for the research published in English
- ⇒Click the paper you want to read and download online. For most papers that require access authority, you could retrieve them through University of Tsukuba's library (Tulips).

2. CiNii

- <http://ci.nii.ac.jp/>
 - For academic research work
 - Mainly for the research published in Japanese
- ⇒You can either download the paper online or go to the library to make the copy.

3. Google Books

- <https://books.google.co.jp/>
 - For both general and academic research books
- ⇒You can search key words within most of the books that Google Books has records.

4. Google

- <http://www.google.com/>
- For general research
- Newspaper, books, journal articles, ...