Course Description:
If fostering gender diversity is a natural extension of good business practice—leading to greater market reach, improved services and a positive contribution to their communities— one of the toughest paradoxes to examine is why the rate of women’s entry to senior leadership positions so low. This course explores the sociological, cultural, human resource and business arguments behind the “off-ramping” of many women in the workplace. Topics to be explored from an interdisciplinary, intersectional perspective include the sexualization of work, gender and labour (dis)organization, gender and entrepreneurship; marketing and the commodification of sex; discrimination on the basis of appearance (Hakim, 2011); the sex trade; and gender and the social economy. This course is intended as an elective for a wide range of majors interested in exploring the social construction of sexual markets.

Learning Outcomes
- students will become conversant with mapping gender and business
- students will explore a business case of diversity and identify dynamics of success or failure
- students will identify three principal feminist perspectives on gender as a social category intersecting with age, race, able(ism) and class in structuring business markets
- Students will become familiar with gender as a target of business strategies and regulations in the selling of femininity, masculinity, and ‘queer’ alternative identities to different consumer segments.

Course Texts and Courseware:
Custom Courseware

Some recommended books, optional

Course Evaluation and Assignments:
Attendance and 3 minute presentation 10%
Team Business Case Presentation 15%
Mid Term 20%
Final 30%
Essay 25%

Prerequisite: none