

Enclosure to the curriculum for the Master of Science in Economics and Business Administration  
(Profile: Market Anthropology)

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# Profile Description - Market Anthropology

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This profile description is an enclosure to the curriculum for the Master of Science in Economics and Business Administration

The profile description applies to students commencing the profile as from 1 September 2016.

*It is recommended also to read the curriculum as well as the ministerial orders.*

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The profile description was approved 26<sup>th</sup> January by The Academic Study Board of Business Administration and on 13 April 2016 by the Dean of the Faculty of Business and Social Sciences.

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## **1. The title of the profile in Danish and in English**

The title of the profile in Danish is: Kandidatuddannelsen i Erhvervsøkonomi (med profil i Market Anthropology).

The title of the profile in English is: Master of Science in Economics and Business Administration (with profile in Market Anthropology).

## **2. Entry requirements to the profile and entrance through supplementary courses**

Students shall conform to the entry requirements as outlined in section 3 of the curriculum. This also concerns students who need supplementary courses in the initial semester of the master programme.

## **3. Description of the focus area**

The focus area of the profile is the nexus of business and culture from an anthropological perspective. Students on this profile will have gained knowledge within theories of marketing, consumption and anthropology, in particular as they pertain to market institutions under conditions of globalization. The graduate will have skills in critically and independently investigating and solving problems related to the interaction of markets, technology and commercial organization. Finally, graduates have gained competences in applying ethnographic research methods to develop novel systems and solutions incorporating market-oriented insights for improved organizational performance or entrepreneurial innovation.

## **4. Other regulations**

### ***4.1 Language***

The programme is offered in English.

All compulsory courses are taught in English. Language of examination is English unless it is stipulated in the course description that the exam may also be taken in Danish. The Master Thesis is written in English.

### ***4.2 Project oriented studies and studying abroad***

The third semester of the programme is a project oriented semester, where the student has to undertake 20 ECTS fieldwork taking place across the semester. The site of the field is determined in collaboration with a supervisor and can be located in Denmark or abroad. The data collected during the fieldwork forms the basis for the students' master's thesis, written during the fourth semester.

Learning goals etc. for the fieldwork is described in a course description.

### ***4.4 Semester structure***

Please see section 5.2.

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## 5. Structure of the profile

### 5.1 Course titles, ECTS, Weight and assessment

Course Titles	ECTS (= Weight)	Assessment
<b>Constituent compulsory courses:</b>		
Marketing Theory	10	Internal / 7-point scale
Anthropology of Business and Technology	10	Internal / 7-point scale
Doing Business in Emerging Markets	10	Internal / 7-point scale
Advanced Market Anthropology	10	Internal / 7-point scale
Consumption Studies	10	External / 7-point scale
Market Ethnography	10	Internal / 7-point scale
Master's thesis	30	External / 7-point scale
<b>Elective course and field work (30 ECTS)</b>		
Elective course in specialized research design	10	Internal / pass / fail
Field work report	20	Internal / 7-point scale

The demand in the curriculum for at least 10 ECTS courses providing knowledge and skill within the area of scientific methods is met through the course *Market Ethnography*.

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### ***5.2 Diagram of the profile, study start 1<sup>st</sup> September***

<b>Study start 1<sup>st</sup> September</b>			
4 <sup>th</sup> semester	Master's thesis 30 ECTS		
3 <sup>rd</sup> semester	Field Work: Field Report 20 ECTS Elective course in specialized research design 10 ECTS		
2 <sup>nd</sup> semester	Market Ethnography	Consumption Studies	Advanced Market Anthropology
1 <sup>st</sup> semester	Marketing Theory	Doing Business in Emerging Markets	Anthropology of Business and Technology

### ***5.3 Description of the elective course***

In connection to the anthropological fieldwork a number preapproved courses in research design are offered from which the student must choose 10 ECTS that are related to the subject of the fieldwork.

## **6. Special profile transitional rules**

None.

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## 7. Interdependency between courses and competence profile and academic progression between the courses

### 7.1. Interdependency between courses and competence profile

(1 is a little, 2 is some, 4 is a lot)

<b>The M.Sc. in Market Anthropology</b>	<b>Marketing Theory</b>	<b>Anthropology of Business and Technology</b>	<b>Market Ethnography</b>	<b>Consumption Studies</b>	<b>Advanced Market Anthropology</b>	<b>Elective</b>	<b>Field Work</b>	<b>Master Thesis</b>
Has knowledge based on the highest international research within a field of study	3	4	2	3	4	3	1	4
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	3	3	2	3	3		3	3
Can select and apply advanced scientific methods and theories for collection and analysis of data to describe the conditions of the firm.	2	3	4	2	4		4	4
Can set up new models of analysis and problem solving.	2	3	2	2	3		3	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	3	3	2	3	3		3	3
Can manage complex, unpredictable work and development situations.	2	2	3	3	3		4	3
Can independently initiate and implement cooperation and take on professional responsibility.	2	3	3	2	3		3	3
Can independently take responsibility for own professional development.	2	2	2	2	2	3	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	2	2	2	2	2		3	3

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## 7.2 Academic progression between the courses

Progression of the Profile			
Advanced courses – Extended abstract level	Master's thesis 30 ECTS		
Specialization and internationalization	Elective Courses 30 ECTS		
Advanced Specialization courses	Market Ethnography	Consumption Studies	Advanced Market Anthropology
Introductory profilization courses	Marketing Theory	Elective Course	Anthropology of Business and Technology
	<i>Specialization Theories &amp; Methods</i>	<i>Theories and methods/models about the relationship between market systems, culture and technology.</i>	