

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

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 2017.

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

The profile description was approved 31 March 2017 by The Academic Study Board of Business Administration and 27 October 2017 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
Constituent compulsory courses:		
Marketing Theory	10	Internal / 7-point scale
Anthropology of Business and Technology	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
Field Research Design	10	Internal / 7-point scale
Field Report	20	Internal / 7-point scale
Master's thesis	30	External / 7-point scale
Elective (10 ECTS)		
Elective	10	Internal / pass / fail

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 1st September

Study start 1st September			
4 th semester	Master's thesis 30 ECTS		
3 rd semester	Field Research Design	Field Report	
2 nd semester	Market Ethnography	Consumption Studies	Advanced Market Anthropology
1 st semester	Marketing Theory	Elective	Anthropology of Business and Technology

5.3 Description of the elective course

The student can choose elective courses:

- among other constituent courses on other M.Sc. in Economics and Business Administration, which are not constituent on the elected profile, primarily among 1. semester courses

or

- among the list of preapproved elective courses (to be announced)

or

- apply the study board for permission to include a specific elective course as an alternative elective course

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)

The M.Sc. in Market Anthropology	Marketing Theory	Anthropology of Business and Technology	Market Ethnography	Consumption Studies	Advanced Market Anthropology	Elective	Field Work	Master Thesis
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	Field Work 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 & Methods</i>	<i>Theories and methods/models about the relationship between market systems, culture and technology.</i>	