

Profile Description - Market Anthropology

Enclosure to the curriculum for Master of Science in Economics and Business Administration

The Faculty of Business and Social Sciences
The Academic Study Board of Business Economics



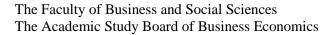
Enclosure to the curriculum for the Master of Science in Economics and Business Administration (Profile: Market Anthropology)

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 1st September 2019.

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

The profile description was approved 8th March 2019 by The Academic Study Board of Business Administration and on 11th of July 2019 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' mastes 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.



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 grading scale				
Science, Technology and Society	10	External 7-point grading scale				
Issues in Global Development	10	Internal 7-point grading scale				
Consumption Studies	10	External 7-point grading scale				
Market Ethnography / Technological Megatrends and Innovation *	10	Internal 7-point grading scale				
Master's thesis	30	External 7-point grading scale				
Elective course (10 ECTS)						
Elective course 10		According to course description				
Field work (30 ECTS)						
Field Research Design	10	Internal 7-point grading scale				
Field Report Anthropology	20	Internal 7-point grading scale				

^{*} For Students with an entry bachelor's degree in Market & Management Anthropology the course *Technological Megatrends and Innovation* is mandatory.

For students with any other entry bachelor's degree the course *Market Ethnography* is mandatory.

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* or *Technological Megatrends and Innovation* according to the above regulation

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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 Report 20 F	Field Research Design 10 ECTS				
2 nd semester	Market Ethnography OR Technological Megatrends and Innovation * 10 ECTS	Consumption Studies 10 ECTS	Issues in Global Development 10 ECTS			
1st semester	Marketing Theory 10 ECTS	Elective course 10 ECTS	Science, Technology and Society 10 ECTS			

^{*} Please see information in paragraph 5.1.

5.3 Description of the elective course

The student can choose:

• From pre-approved subjects on other profiles on the Master in Economics and Business Administration (cand.merc.)

or

• From other subjects that have been pre-approved by the study board. See the list of courses on the study web page.

or

• Apply the study board for pre-approval of alternative subjects.

6. Special profile transitional rules

None.

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

7. Interdependency between courses and competence profile of the programme and progression

7.1. Interdependency between courses and competence profile (1 is a little, 2 is some, 4 is a lot)

The M.Sc. Economics and Business Administration Profile in Market Anthropology	Marketing Theory	Science, Technology and Society	Market Ethnography	Technological Megatrends and Innovation	Consumption Studies	Issues in Global Development	Field Report Anthropology	Field Research Design	Master Thesis
Has knowledge based on the highest international research within a field of study	3	4	2	2	3	3	1	1	4
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	3	3	4	4	3	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	4	2	3	4	4	4
Can set up new models of analysis and problem solving.	2	3	4	4	2	3	3	3	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	3	3	3	3	3	3	3	3	3
Can manage complex, unpredictable work and development situations.	2	2	3	3	3	4	4	4	3
Can independently initiate and implement cooperation and take on professional responsibility.	2	3	3	3	2	3	3	3	3
Can independently take responsibility for own professional development.	2	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	2	3	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 / Technological Megatrends and Innovation Market Ethnography / Consumption Studies		Issues in Global Development		
Introductory profilization courses	Marketing Theory	Elective Course	Science, Technology and Society		
	Specialization Theories & Methods	Theories and methods/models about the relationship between market systems, cultus and technology.			