

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<sup>st</sup> September 2019.

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

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The profile description was approved 8<sup>th</sup> March 2019 by The Academic Study Board of Business Administration and on 11<sup>th</sup> 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' 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<br>7-point grading scale  |
| Science, Technology and Society                                   | 10              | External<br>7-point grading scale  |
| Issues in Global Development                                      | 10              | Internal<br>7-point grading scale  |
| Consumption Studies   | 10              | External<br>7-point grading scale  |
| Market Ethnography / Technological<br>Megatrends and Innovation * | 10              | Internal<br>7-point grading scale  |
| Master's thesis   | 30              | External<br>7-point grading scale  |
| <b>Elective course (10 ECTS)</b>                                  |                 |                                    |
| Elective course   | 10              | According to course<br>description |
| <b>Field work (30 ECTS)</b>                                       |                 |                                    |
| Field Research Design   | 10              | Internal<br>7-point grading scale  |
| Field Report Anthropology   | 20              | Internal<br>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 1<sup>st</sup> September

| Study start 1 <sup>st</sup> September |   |                                |   |
|---------------------------------------|---|--------------------------------|---|
| 4 <sup>th</sup> semester              | Master's thesis<br>30 ECTS  |                                |   |
| 3 <sup>rd</sup> semester              | Field Report Anthropology<br>20 ECTS  |                                | Field Research Design<br>10 ECTS              |
| 2 <sup>nd</sup> semester              | Market Ethnography<br>OR<br>Technological Megatrends<br>and Innovation *<br>10 ECTS | Consumption Studies<br>10 ECTS | Issues in Global<br>Development<br>10 ECTS    |
| 1 <sup>st</sup> semester              | Marketing Theory<br>10 ECTS   | Elective course<br>10 ECTS     | Science, Technology and<br>Society<br>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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## 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)

| <b>The M.Sc. Economics and Business Administration</b><br><b>Profile in Market Anthropology</b>   | 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 –<br>Extended abstract<br>level | Master's thesis<br>30 ECTS  |   |                                    |
| Specialization and<br>internationalization       | Field Work<br>30 ECTS   |   |                                    |
| Advanced<br>Specialization courses               | Market Ethnography /<br>Technological<br>Megatrends and<br>Innovation | Consumption Studies   | Issues in Global<br>Development    |
| Introductory<br>profilization courses            | Marketing Theory  | Elective Course   | Science, Technology<br>and Society |
|  | <i>Specialization<br/>Theories &amp; Methods</i>                      | <i>Theories and methods/models about the<br/>relationship between market systems, culture<br/>and technology.</i> |                                    |