**Business Anthropology**

**ANTH 5121 & ANTH 4121**

**Spring 2017**

**Wednesday 9:30-12 AM, Carlson School of Management L-126**

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This is a seminar designed both for students of anthropology and students of business and management. During the course of the semester we will explore the ways in which anthropological understandings and research techniques—particularly ethnographic techniques—can be used to enhance the study and practice of business. Topics to be covered during the semester include ethnography in the marketplace, anthropology and advertising, design anthropology, anthropology and management techniques, anthropology and international business. Students will carry out a number of practical fieldwork assignments during the semester which will help them develop their skills as ethnographic analysts and interviewers. Students will be asked to write four Reflection Papers of approximately 1-2 pages based on readings and external observations. The final exercise for the course will be a fieldwork project using ethnographic techniques to address a problem in organization, marketing, design or business behavior. The results of the field projects will be presented in May, accompanied by a written report on the fieldwork and results.

**Reading List**

* Gunn, Wendy, Ton Otto and Rachel Charlotte Smith (Eds.)
2013Design Anthropology: Theory and Practice Bloomsbury Academic (2013), ISBN-10: 0857853694
* Ho, Karen.
2009. Liquidated: An Ethnography of Wall Street. Durham, NC: Duke University Press.
* Jordan, Ann T.
2012. Business Anthropology. Long Grove, IL, Waveland Press, ISBN-13: 978-1577668275
* Ladner, Sam
2014. Practical Ethnography: A Guide to Doing Ethnography in the Private Sector. Walnut Creek, CA: Left Coast Press. ISBN-13 978-1-61132-390-0
* Madsbjerg, Christian and Mikkel B. Rasmussen.
2014. The Moment of Clarity: Using the Human Sciences to Solve Your Toughest Business Problems. Cambridge, MA: Harvard Business Review Press. ISBN-13: 978-1422191903
* Malefyt, Timothy de Wall and Robert J. Morais.
2012. Advertising and Anthropology: Ethnographic Practice and Cultural Perspectives. London:Berg ISBN-13: 978-0857852021
* Murphy, Keith
2014. Swedish Design: An Ethnography. Ithaca: Cornell University Press. ISBN-13: 978-0801479663
* Sunderland, Patricia L. and Rita M. Denney.
2009. Doing Anthropology in Consumer Research. Walnut Creek, CA: Left Coast Press. ISBN-13: 978-159874091
* ***Additional papers will be posted on the Moodle site for this course.***

**Course Schedule**

1/18: Introduction to course

* Introductions, Syllabus, Schedule
* Group/class discussion of field assignment
* Read: *An Anthropologist walks into a Bar…* (Moodle)
* Read: Madsbjerg and Rasmussen
* Read: Sunderland and Denny Ch 3
* **Field Assignment #1 due**

1/25: Introduction to Business; Introduction to Anthropology

* Read: Jordan Intro and Ch 1-5
* Ladner, Ch 5 and 6
* Intro to Business lecture
* Intro to Anthropology lecture
* Discuss reflection
* **Reflection Paper #1 due**

2/1: Ethnographer’s Toolkit: Interviews

* Read: Ladner Ch 1, 2 and 8
* Read: *How to learn what you don’t know you don’t know* (Moodle)
* Read: *Talking to Humans* (Moodle)
* Interviewing lecture
* Interviewing activity and field assignment discussion
* **Field Assignment #2 due**

2/8: Ethnographer’s Toolkit: Participant Observation

* Readings TBD
* Participant observation lecture
* Discuss field assignment
* **Field Assignment #3 due**

2/15: Global industry, nationalism and culture

* Davies—Walmart in China readings (Moodle)
* Read Jordan Ch 9
* Read Sunderland and Denny Ch 4-5
* Read--Murphy, Swedish Design, Chapters 1 and 2

2/22: Globalization: Company, culture and change

* Post Pasteurean Cultures (Moodle)
* The Anthropology of Family Business (Moodle)
* Schwartzman—Ethnography in Organizations (Moodle)

3/1: Marketing, Advertising and Anthropology (Guest: Mark Bergen, Carlson School)

* Read: Malefyt and Morris, Ch 1, 7-11
* Discuss field assignment
* **Field Assignment #4 due** (superbowl ads)

3/8: Consumer Insights and Consumer Research

* Read: Sunderland and Denny, Preface, Ch 1-2, 7-8
* Read: Jordan Ch 6
* Discuss readings

**MARCH 12-19 SPRING BREAK**

3/22: Product Design and Design Anthropology (Field Trip—Worrell)

* Read: *Design Thinking* (Moodle)
* Read: Murphy—*Swedish Design* Chapters 3-5 and Conclusion
* Read: Jordan, Ch. 7
* Read: Gunn, Otto and Smith—Chapters 1, 2, 4, 8 and 14 (others optional)
* Discuss readings and reflection
* **Reflection Paper #2 due**

3/29: Industry and Organizational Culture (Guest Faculty: Karen Ho, University of Minnesota)

* Read: Ho, Intro, Ch 1-3, 6
* Read: Jordan Ch. 8
* Discuss readings and reflection
* **Reflection Paper #3 due**

4/5: Planning your research (Guest Faculty TBD)

* Read: *Bootcamp Bootleg* (Moodle)
* Ladner, Ch 3, 9-11
* Read: Sunderland and Denny, Ch 9-11
* Project Introduction
* Working session
* **Submit Research Plans (due 4/10)**

4/12: Field work

4/29: Field work

4/26: Field work

5/3: Field work

5/10:Present findings, all documents due, final “memoir” styled reflection on class due.