Business Anthropology
ANT 3930, Section 4020, Summer B 2017, Turlington L011
Monday-Friday 11am-12:15pm

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Office Hours: Ayers Technology Plaza, Ste 254
Wednesday 9-10:30am

Course Description: Business anthropology is a subfield of applied anthropology. In this subfield, anthropologists apply a variety of anthropological methods and theories to study organizations and solve business problems. Business anthropologists work in a variety of fields including: marketing/consumer insights, technology, design, management, human resources/people operations, government, military, higher education, and consulting. This course will provide an overview of this field and career options for anthropologists. The course will focus on assessing students' skills, providing training in a variety of research methods, and preparing them for a career as a business anthropologist.

Course Learning Objectives: By the end of this course, students will be able to:
1. Understand the history of the applied/business anthropology field
2. Develop a resume, cover letter, and online presence
3. Learn new qualitative and quantitative research methods
4. Apply their anthropological skills to solve complex business problems
5. Feel confident networking and finding a job in business or government
6. Identify steps for learning more about their field of interest and cultivating new skills

Course Format and Outline: Throughout the week, students will learn and interact with the course material in a variety of different ways. A combination of lecture, guest speakers, in-class activities, homework assignments, and class discussion will aid student learning and comprehension. Students are expected to read, watch, or listen to all required materials before class. This syllabus provides the anticipated structure of the course, and changes may be made throughout the semester.

Date	Topic	Readings	What's Due
M 6/26	Introduction	HAB intro, 26	-
T 6/27	Interviewing	Bernard Chapter 8 (2011)**	Pre-Class Skills Assessment (5 pts)
W 6/28	Interviewing Class Activity	Portigal Example**	
TH 6/29	Ethnography and Class Activity	Madsbjerg and Rasmussen (2014)** HAB 17	

F 6/30	Ethnography- Jeff Johnson Guest Speaker	Johnson (1990)**	
M 7/3	Marketing and Consumer Anthropology Introduction	HAB 30 Fournier et al 2016**	Interview a consumer due (20 pts)
T 7/4	**NO CLASS-4th of JULY**	-	-
W 7/5	Discuss Consuming Kids Intro to design anthropology	HAB 7 Watch Consuming Kids Documentary (https://www.youtube.com/watch?v=Ct1jn3OfFSU)	
TH 7/6	Andie Cochran Guest Speaker	HAB 6 UF Elevator Pitch Guide**	
F 7/7	Cover Letters, Resumes, and Interviews		
M 7/10	Career Networking	HPA 9** Wheeler Van Vlack**	Interview someone in your field of interest due (20 pts)
T 7/11	Design Anthropology activity	HAB 8 HAB 27	
W 7/12	Ethics	HAB 15	
TH 7/13	Grant Writing- In class activity Chris McCarty Guest Speaker	NSF17 pages 1-26 (pay attention to the actual page numbers on the document)**	
F 7/14	Introduction to Survey Research Chris McCarty Guest Speaker	Singer 2016**	Class Cultural Consensus Survey (10 pts)
M 7/17	Cultural Consensus Analysis and Free listing Chris McCarty Guest Speaker	Weller 2007** Bernard 2011**	

T 7/18	Intro to Social Networks Chris McCarty Guest Speaker	McCarty and Molina (2015)** Cross and Prusak (2002)**	Social network personal interview due (35 pts)
W 7/19	Analysis, measures, and visualizations Chris McCarty Guest Speaker	Borgatti et al. (2009)**	
TH 7/20	Conducting social network interviews Personal Network Analysis Activity		
F 7/21	User Experience Overview	HAB 28 Chavan 2012**	
M 7/24	Pokemon Go Activity Discussion of Assignment	Krug (2010)**	
T 7/25	In-Class group work**		
W 7/26	Social Science in the military	HPA Ch. 21** Should Anthropologists go to War? (Shay 2009) ** Embedded Conflicts (Jaschik 2015) **	
TH 7/27	Social Science in the government	HPA Ch. 14** HPA Ch. 16**	
F 7/28	Jeff Johnson Guest Speaker		
M 7/31	Class presentations	HPA 2**	Resume, LinkedIn, Cover Letter, Job Listing, Elevator Pitch

T 8/1	Class presentations		
W 8/2	Class presentations		
TH 8/3	Class presentations (if needed)		Career Resource Center Appointment Reflection due
F 8/4	**NO CLASS**	-	1) Usability Test Report Due 2) Post Class Survey Due

**-indicates reading can be found on Canvas

Required and Recommended Textbooks:
Denny, Rita, and Patricia Sunderland, eds. *Handbook of Anthropology in Business*. Walnut Creek, CA: Left Coast Press, 2015. (HAB - **Required**)

Nolan, Riall W., ed. *A Handbook of Practicing Anthropology*. New York, NY: Wiley-Blackwell, 2013. (HPA-**Recommended**)

Assignments:
More details about each assignment, and a rubric can be found on Canvas.

Assignment 1 – Relevant Skills Assessment – Due 6/27 (pre) and 8/4 (post): You will take the relevant skills assessment pre and post-test. Link can be found on the canvas assignment. No canvas submission required

Assignment 2 – Interview a Consumer - Due 7/03: HAB chapter 4 (105-111) describes a process where an anthropologist accompanies a consumer to a store to purchase a product and interviews them in their home regarding its use and storage. You should accompany a friend to the store to buy a product and to their home to see how they plan to use and store the product. Throughout this process, you should ask them questions about the factors that shaped their purchase and its place in their home. You will submit a 2-page summary of your results.

Assignment 3 – Interview Someone in Your Field of Interest – Due 7/10: You will be expected to:
1) Use LinkedIn or another resource to identify someone who works in your field of interest (someone doing the kind of job you would like to do).
2) Contact them to request an informational interview
3) Write an outline to help lead the conversation

4) Conduct an informational interview with them
5) Submit the outline and a 1-page summary of lessons learned from the interview

Assignment 4 – Cultural Consensus Survey – Due 7/14: You will take the cultural consensus survey linked to the Canvas assignment. No canvas submission required.

Assignment 5 – Social Network Analysis – Due 7/18: You will be expected to:
1) Conduct an ego-centric social network analysis interview on yourself using EgoNet.
2) Submit a paragraph reflecting on this process and the file containing your social network (which is the file EgoNet creates for your interview).

Assignment 7 – Attend UF Career Resource Center (CRC) Appointment – Due 8/3: You will meet with a career advisor at the UF CRC (https://www.crc.ufl.edu/) and submit a paragraph summary of lessons learned and topics discussed during the appointment.

Assignment 8 – Usability Testing – Due 8/4: You will be assigned to a group of 3-5 students to complete a usability test of a website for either the Bureau of Economic and Business Research, Clinical Translational Science Institute, or Department of Anthropology. After finishing this test, your group will collectively submit a 5-page paper with a summary of your research methods and key findings. Each group member will also submit a reflection paragraph on this process.

Final Presentation and Career Documents – Due 8/1-8/3: Create a presentation on lessons learned from this course and your career goals. This presentation should be treated as a job interview, prepare and dress accordingly. Further presentation instructions can be found on canvas. You will also submit polished copies of your resume, cover letter, elevator pitch, and LinkedIn profile. You are expected to research standard formats for your intended industry and craft a resume and cover letter that you would proudly submit to a potential job.

Course Grading:
Assignments: 60% (170 available points)
Class Attendance and Participation – 20%
Final Presentation and Career Documents – 20% (75 available points)

Assignment 1 – Relevant Skills Pre and Post Assessment – 10 points (5 points each)
Assignment 2 – Interview a Consumer – 20 points
Assignment 3 – Interview Someone in Your Field – 20 points
Assignment 4 – Class Cultural Consensus Survey – 10 points
Assignment 5 – Social Network Analysis – 35 points
Assignment 7 – Attend UF Career Resource Center (CRC) Appointment – 25 points
Assignment 8 – Usability Testing – 50 points
Write Career Documents – 50 points

Final presentation- 25 points

Grading Scale: 90% - 100% = A, 85% -89.9% = B+, 80% -84.9% = B, 75% -79.9% = C+, 70% -74.9% = C, 65% -69.9% = D+, 60% - 64.9% = D, Below 60% = F. Grades will be assigned in a manner consistent with UF policy: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Attendance:
Class attendance: 10% of your final grade.
There is a point available for every class you attend. Classes that have a guest speaker (8) provide an additional point for attendance. These days are clearly marked on the syllabus and will be announced.

In-class participation: 10% of your final grade.
For each class you attend, 1 participation point is available. For classes that have a guest speaker, an additional participation point (2 total) will be available. Participation will be graded based on attentiveness, asking and answering questions, engaging with class material, and a lack of being distracted by devices.

Unexcused absences will lower your grade by 1 point, as well as eliminate any possible participation points for that day. Each student is given 1 free attendance point (so you can miss one non-guest speaker class with no penalty).

Absences may be excused with proper documentation and notice. Excused absences follow the criteria of the UFL Graduate Catalogue (e.g., illness (with medical excuse), serious family emergency, military obligations, religious holidays), and must be communicated to the instructor prior to the missed class day.

Policy on Make-Up Work: Students are allowed to make up work as the result of illness or other unanticipated circumstances warranting a medical excuse and resulting in the student missing a homework or project deadline, consistent with College policy. Documentation from a health care provider is required. Work missed for any other reason will receive a grade of zero.

Accommodations for Students with Disabilities: Students requiring accommodations must first register with the Dean of Students' Office. The Dean of Students' Office will provide documentation to the student who must then provide this documentation to the faculty member when requesting accommodation. The College is committed to providing reasonable accommodations to assist students in their coursework.