

## **Business Anthropology**

ANG 4930, Section 2165, Spring 2017, Turlington Hall 2306

Tuesday: 3:00 - 4:55 PM and Thursday: 4:05 - 4:55 PM

**Instructor:** Christopher McCarty [ufchris@ufl.edu]

**Teaching Assistants:** Kelly Muzyczka [kmcald4@ufl.edu], Therese Kennelly Okraku [therese@ufl.edu], and Kelly Chapman [kschapman@ufl.edu]

**Office Hours:** By appointment

**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:** Tuesday's class meetings will be used for introducing the week's topic through a lecture and often a conversation with expert. Students are expected to read, watch, or listen to all required materials before the Tuesday meeting. Thursday's class meetings will be used for student led discussion of the topic. Each student should come prepared for the Thursday class with questions about the Tuesday lecture and weekly readings. Students are responsible for purchasing the required textbooks (listed below).

<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Topic</u></b>	<b><u>Reading</u></b>	<b><u>Expert</u></b>
1	1/5	Introduction and History of Business Anthropology	HAB intro, 26	
2	1/10	Ethnography and Interviews	Bernard 2011; Madsbjerg & Rasmussen 2014; HAB 17; Johnson 1990 ( <i>Strongly Recommended</i> )	Jeff Johnson (1/12)
3	1/17	Free lists and Cultural Consensus Analysis	Weller 2007; Bernard 2011	

4	1/24	Social Network Analysis	McCarty & Molina 2015; Borgatti et al. 2009; Cross & Prusak 2002	
5	1/31	Career Planning, Networking, and Negotiating	HPA 2, 9; Wheeler Van Vlack 2016; Fisher and Ury 2011	
6	2/7	Writing Resumes, Cover Letters, and Grant Proposals	HPA 4, 5, 10, 28; Purdue OWL 2015	Andie Cochran
7	2/14	Marketing/Consumer Anthropology	HAB 7, 30, 37; HPA 22 Fournier et al. 2016	Lauren Bayliss
8	2/21	Technology and Design	HAB 8, 28; HPA 23; <a href="http://bit.ly/2gMWV4v">http://bit.ly/2gMWV4v</a>	Matt Bernius
9	2/28	User Experience (UX) and Usability Testing	HAB 21, 27; Krug 2010; <a href="http://bit.ly/2gKVWEi">http://bit.ly/2gKVWEi</a>	Lisa Bloss
10	3/7	No class (Spring Break)		
11	3/14	Government and Military	HPA 14, 16, 21; Fiske 2008; <a href="http://bit.ly/2ezY8sX">http://bit.ly/2ezY8sX</a>	Rod Stubina
12	3/21	From Classroom to Practice: Challenges and Opportunities	HAB 11, 15, 38; HPA 3, 13; Nader 1972; AAA 2012	Kathi Kitner Erica Gibson
13	3/28	Survey Research Methods (3/30 - class cancelled)	The Future of Survey Research 2012 (Pick 1 Presentation); Bernard 2011	
14	4/4	Jobs in Anthropology I	Pick 3: HAB 7, 8, 9, 10, 11, 12, 13, 16, 17, 19, 22, 23, 25, 26, 29, 32, 34, 37, 42 or other options available on Canvas	Chad Maxwell (4/6)
15	4/11	Jobs in Anthropology II	Pick 3 more	Jose Luis Molina
16	4/18	Bringing it All Together (2/20 - reading day no class)	HAB 40; HPA 33	
17	4/25	Final Presentations		

#### 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:

Assignment 1 – Relevant Skills Assessment – Due 1/10 (pre) and 4/27 (post): You will take the relevant skills assessment pre and post-test.

Assignment 2 – Class Survey – Due 1/17: You will take survey provided to you via email.

Assignment 3 – Social Network Analysis – Due 1/24: You will conduct an ego-centric social network analysis interview on yourself using EgoNet. You will then submit a PDF of this network visualization and a paragraph reflecting on this process.

Assignment 4 – Interview Someone in Your Field of Interest – Due 2/7: You will be expected to:

- 1) Use LinkedIn 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 5 – Interview a Consumer - Due 2/14: 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 6 – Attend UF Career Resource Center (CRC) Appointment – Due 2/28: You will meet with a career advisor at the UF CRC (<https://www.crc.ufl.edu/>) and submit a paragraph summary of lessons learned from the appointment.

Assignment 7 – Write Career Documents – Due 3/14: In lieu of a midterm paper or exam, you will write a polished resume, cover letter, and elevator pitch for a particular job. 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. You will submit a PDF of the job posting, as well as your LinkedIn profile, resume, cover letter, and elevator pitch for this job.

Assignment 8 – Usability Testing – Due 4/4: You will be assigned to a group of 4-5 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 Revised Career Documents – Due 4/25 or 4/27: Create a presentation on lessons learned from this course and your career goals. Submit a PDF of this presentation and a revised version of your resume, cover letter, elevator pitch, and LinkedIn profile based on feedback from assignment 5. This presentation should be treated as a job interview, prepare and dress accordingly.

### **Course Grading:**

Assignment 1 – Relevant Skills Pre and Post Assessment – 5%

Assignment 2 – Class Survey – 5%

Assignment 3 – Social Network Analysis – 10%  
Assignment 4 – Interview Someone in Your Field – 5%  
Assignment 5 – Interview a Consumer – 10%  
Assignment 6 – Attend UF Career Resource Center (CRC) Appointment – 5%  
Assignment 7 – Write Career Documents – 10%  
Assignment 8 – Usability Testing – 10%  
Class Attendance and Participation – 20%  
Final Presentation and Revised Career Documents – 20%

**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 is mandatory. Attendance and participation account for 20% of the final grade. Each *unexcused* absence will lower the student's final grade in the class by 1.25 percentage points without exception. 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.