

Business Anthropology
ANG 3703, Section, Spring 2020, MAT 0004
M,W,F Period 4 (10:40 – 11:30 AM)

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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 various 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 career readiness.

Required Textbook:

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

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: The schedule below outlines the topic, reading, and assignment due for each week. Monday class meetings will be used for introducing the week's topic through lecture and often discussion. Students are expected to read, watch, or listen to **all required materials before Monday's class**. Wednesday class meetings will be used to apply and practice that weeks' topics. This will be a time to ask any questions related to assignments, engage deeper with the material, and collaborate with your fellow students. Friday we will have either a guest speaker or a student presentation. Dates for student group presentations will be assigned later in the semester. All assignments are always due on Canvas **before** Friday classes.

<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Reading</u>	<u>Assignments Due</u>
1	1/6	Introduction and History of Business Anthropology	HAB intro & Ch. 26	Relevant skills pre-assessment
2	1/13	Survey Research Methods	The Future of Survey Research 2012 (Pick 1 Presentation)* Bernard 2011 Ch. 9*	Cultural Consensus Survey
3	1/20	Jan 20 th – MLK Day – No Class Ethnography and Interviews	Bernard 2006* Madsbjerg & Rasmussen 2014* HAB 17	
4	1/27	Free lists and Cultural Consensus Analysis	Weller 2007* Bernard 2011 Ch. 16 pgs 346-349, 352-356 & 371-385*	
5	2/3	Social Network Analysis	McCarty & Molina 2015* Cross & Prusak 2002*	Social Network Analysis
6	2/10	Career Planning, Networking, and Negotiating	HPA 2 and 9* Wheeler Van Vlack 2016*	Interview someone in your field of interest
7	2/17	Writing Resumes, Cover Letters, and Grant Proposals	HPA 4 & 5* Purdue OWL 2015	Interview a consumer
8	2/24	Technology and Design	HAB 8 HPA 23* http://bit.ly/2gMWV4v *	
9	3/2	SPRING BREAK – NO CLASS		
10	3/9	User Experience (UX) and Usability Testing	HAB 21 & 28 Krug 2010*	Attend a UF career resource appointment
11	3/16	Government and Military	HPA 14, 21* Fiske 2008* http://bit.ly/2ezY8sX *	Career Documents
12	3/23	Marketing/Consumer Anthropology	HAB 7, 30 HPA 22* Fournier et al. 2016*	
13	3/30	From Classroom to Practice: Challenges and Opportunities	HAB 15 & 38 HPA 3* AAA 2012*	
14	4/6	Being an expert witness	Berryessa 2017* American Bar - Lay vs. Expert Witness *	
15	4/13	Jobs in Anthropology	HPA 9*	Group Presentations
16	4/20	Bringing it All Together (4/24 - reading day no class)	HAB 40 HPA 33*	Group Report

*reading available on Canvas

Assignments:

All assignments are always due on Fridays **before** class.

Relevant Skills Assessment – Due 1/10 (pre) and 4/17 (post)

You will take the relevant skills assessment pre and post-test. This grade is based solely on completion. This is meant to provide us with an idea of skill levels and for you to see your progress throughout this course. Please be honest with your responses.

https://ufl.qualtrics.com/jfe/form/SV_25knMoNDx5A6fHf

Class Cultural Consensus Survey – Due 1/17

This assignment will give you experience as a survey participant. The results and analysis from this survey will be presented in class as an example of cultural consensus. This is graded based on completion, your survey responses will not impact your grade. There are no right or wrong answers.

https://ufl.qualtrics.com/jfe/form/SV_3aR77jb5JYb8goB

Social Network Analysis – Due 1/31

Class whole network

You will be expected to:

- 1) Respond to the provided whole network survey
- 2) Submit a paragraph reflecting on this process

Interview Someone in Your Field of Interest – Due 2/7

You will be expected to:

- 1) Use LinkedIn or your professional network 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. This outline should consist of at least 6 questions or themes to address.
- 4) Conduct an informational interview with them
- 5) Submit the outline and a 1-page double spaced summary detailing the interview experience and what knowledge or advice you gained.

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 (not grocery shopping) 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 1.5 - 2-page double spaced summary of your results.

Attend UF Career Resource Center (CRC) Appointment – Due 3/13

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. This appointment is intended to help you with the career documents due for your midterm. You are encouraged to bring in your cover letter, resume, and elevator pitch.

Career Documents – Due 3/20

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.

Local Business Consultation Group Project Report - Due 4/22

In groups of 2-3 students, you will complete a project for a local company. You will provide this company with a consultation, apply the anthropological methods you've acquired thus far, and write a report. This report will be written and graded as a group and should detail the client consultation, your research methods, and key findings. These reports should be 6-8 pages, double spaced, 12-point font. (15%)

Each group member will also individually submit a reflection paragraph on this process. (5%)

Group presentation – Due 4/17

Create a 20-minute presentation (5%) about your project, what you learned, and what you provided the company. Each group will present to the class together. Professional attire expected. Further details on this assignment will be provided later in the semester.

Guest Speaker Questions – Due every class with a guest speaker

Almost every Friday we will be joined by a guest speaker working in a sector of applied/business anthropology. On these days, you will need to submit a relevant question to ask the guest speaker. This question should be submitted to Canvas **before** class. Bonus point for asking the question?

Attendance and Participation - Class attendance is mandatory. Attendance and participation account for 10% of the final grade. Each class you have 2 possible points, one for participation and one for attendance. Each *unexcused* absence will lower your attendance and participation grade by 2 points. Class participation is based on level of engagement, contribution to discussion, and attention. Absences may be excused with proper documentation and notice. Excused absences follow the criteria of the UFL Graduate Catalogue (e.g., illness, serious family emergency, military obligations, religious holidays), and must be communicated to the instructor prior to the missed class day.

Course Grading:

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

Assignment 2 – Class Cultural Consensus Survey – 5%

Assignment 3 – Social Network Analysis – 5%
Assignment 4 – Interview Someone in Your Field – 10%
Assignment 5 – Interview a Consumer – 10%
Assignment 6 – Attend UF Career Resource Center (CRC) Appointment – 5%
Assignment 7 – Write Career Documents – 20%
Assignment 8 – Consultation Group Project – 25%
Guest speaker questions - 5%
Class Attendance and Participation – 10%

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>.

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.