Programme specific curriculum for Master in Anthropology and People Centred Business (APCB) 2012
(revised version from 1 September 2015)
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2 Introduction
In addition to this Programme Specific Curriculum this education is regulated by the Curricula’s Common Part which applies to all bachelor- and master programmes at The Faculty of Social Sciences. The Curricula’s Common Part contains common rules that apply to all educations on the faculty.

The latest revision is approved by the Dean at The Faculty of Social Sciences in February 2015 and takes effect from September 1 2015.

3 Title and affiliation
Graduates are awarded the title cand.scient.anth or Master of Science (MSc) in Anthropology and People-Centred Business. The programme is tied to the Board of Studies for the Department of Anthropology, Copenhagen University, along with the national censor corps for Anthropology.

4 Programme Objective and Competence Profile
4.1 Objective
The purpose of the MSc Programme in Anthropology and People-Centred Business is:

a) to provide students with advanced knowledge of the anthropological field of study, an in-depth understanding of anthropological theory and methodology, and comprehensive practical experience in the gathering and analysis of empirical data

b) to train students to conduct complex anthropological surveys, which entail defining a problem, identifying relevant data, making methodological choices, continuously revising the academic focus and methods over the course of the survey, and presenting the empirical data in a clear and analytical summary

c) to train students to generate and analytically process comprehensive empirical material, including both qualitative and, to a lesser extent, quantitative data

d) to provide students with an in-depth understanding of market and business-related topics from an anthropological perspective, as well as a profound knowledge of central themes related to business, such as formal and informal organisation, personnel and management relations, marketing, production and distribution, users/consumers and usage/consumption.

e) practical experience with applying anthropological competences and insights to an international business context

f) to qualify students for jobs in the private business sector, public-sector administration, consultancy work, research and applied research – including development, co-ordination and communications work

g) to qualify students to continue with higher education, including a PhD programme.

4.2 Competence Profile
The MSc in Anthropology and People-Centred Business at the University of Copenhagen builds on and further develops the knowledge, skills and competences acquired through BSc in Anthropology programmes or related study programmes.

Through highly qualified teaching and supervision, the MSc programme provides students with knowledge about anthropological theories, within the context of the history of anthropology and scientific theory. Further, it addresses the theories’ potential practical applications in empirical research. In addition, the programme covers anthropological methodology, with particular focus on the ability to adopt critical and reflective positions on the epistemological, ethical and academic implications of methodological choices within a given field of study.

Anthropology and People-Centred Business is a business related programme that gives students a specialized training in applying anthropology on and for the business-world. The programme draws on the institute’s comprehensive and well-established research and education programmes in applied anthropology, known for its ability to combine an investigative and critical approach resulting in constructive output. The programme provides students with in-depth analytical and theoretical knowledge about those parts of the business world in which anthropological skills in particular are in demand, enabling graduates to contribute through a solid academic foundation with innovative anthropological insights of practical relevance for the business world. Graduates thus have advanced knowledge on central business-related factors and relations, including business relations in different countries and cultures. They will also acquire knowledge of conditions for production and sales, enabling them to contribute to creating new connections and markets.

The coursework is designed to ensure that students gain in-depth knowledge of anthropological project planning, with particular focus on anthropological fieldwork that will form the basis for his/her master's thesis. Particular emphasis is placed upon acquiring ethnographic knowledge about the specific area in which the fieldwork is to take place, selecting relevant methodology, and gaining theoretical insight related to the thesis.

In the course of the MSc programme, students acquire the knowledge required to apply anthropological methods: They acquire the skills to evaluate the suitability of methods in relation to a given project including its ethical considerations; they are able to independently plan and carry out a major anthropological research project, and to collate and analyse complex empirical material collected. Students gain the ability to relate critically to their methodological and theoretical choices and are able to critically evaluate the field-conditions that may influence data-generation. They are also able to adopt an open approach to the solution of a given problem, and can adapt formulations of the problem and develop new methods where appropriate.

Students also learn to structure and communicate their research related arguments in a professional and dynamic manner.

The MSc programme endows students with comprehensive regional, methodological, theoretical and analytical competences. A Master of Anthropology is able to formulate field- and research questions, select relevant anthropological methods for the collation of data, conduct empirical research and select and incorporate relevant theory in the analysis of empirical material. They are able to structure the collected material and communicate their analytical results clearly and precisely. Having honed their ability to plan, conduct and communicate research, a Master of Anthropology is able to contribute to research, project and communications work dealing with the social and cultural aspect of human life. The MSc programme
provides students with the competences to interpret local, regional and global cultural practices. When faced with complex and unpredictable situations, a Master of Anthropology has the ability to analyse different parties' perspectives and the rationales behind their actions. These competences make it possible for graduates to shed new light on chronic or intractable problems, leading to new and more sustainable approaches within a given field.

4.3 Admission requirements and limits
Applicants to the MSc programme must have completed a bachelor degree in anthropology or its equivalent, in order to be considered for admission, according to the executive order on study programmes. The bachelor degree must be completed before the commencing the MSc programme. Every application will be individually assessed.

When assessing the bachelor’s degrees in anthropology the Admissions Board will require:
- that the bachelor’s degree consists of a minimum of one and a half years (90 ECTS) of anthropology courses.
- that the bachelor’s degree includes introductory courses in anthropology, especially introduction to history of anthropological theory and courses in anthropological methodology
- Scandinavian applicants (including Danish applicants) are required to document proficiency in English corresponding to at least English B level; cf. Section 11 of the Danish Ministerial Order on Admission at Universities. Applicants from outside of Scandinavia who speak or write English as a second language must pass the IELTS test with a score minimum of 6.5, or the TOEFL IBT Test with a minimum score of 83 or a minimum of 560 in the paper based test; cf. Section 11(2) of the Danish Ministerial Order on Admission at Universities

When applying for the MSc programme applicants must also hand in a statement of purpose describing their reasons for applying for admission as well as a preliminary project description for the applicant’s fieldwork and master’s thesis.

Every year only 15 students will be admitted at the MSc Programme in Anthropology and People-Centred Business. When selecting these students the assessment committee will focus on academic achievements and the statement of purpose.

Please note that this programme no longer accepts new students.

5 Programme content and academic profile

5.1 The overall content of the MSc programme
The MSc in Anthropology builds upon the knowledge and insight acquired by students on the BSc in Anthropology.

According to executive order on study programmes, the programme consists of core subjects reflecting the programme's particular academic objective and design, corresponding to 105 ECTS (of which the master's thesis constitutes 30 ECTS) and elective courses (subjects) corresponding to a total of 15 ECTS.

The programme’s core subjects (courses)
Subject element 1: Field Methods with Fieldwork Synopsis, 12,5 ECTS
Subject element 2: Anthropology and People-Centred Business I, 7,5 ECTS
Subject element 3: Field report, 30 ECTS  
Subject element 4: Anthropological analysis, 7,5 ECTS  
Subject element 5: Contemporary anthropological theory, 10 ECTS  
Subject element 6: Master's Thesis, 30 ECTS  

The programme's elective subjects (courses) are: 
Subject element 7: One optional business oriented anthropological course, 7,5 ECTS  
Subject element 8+9: Two optional anthropological courses, 2x7,5 ECTS, according to the department’s varying course program.

<table>
<thead>
<tr>
<th>1’st/3’rd semester</th>
<th>2’nd/4’th semester</th>
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<tbody>
<tr>
<td>FIELD METHODS, 12,5 ECTS</td>
<td>FIELDFWORK, 30 ECTS*</td>
</tr>
<tr>
<td>ANTHROPOLOGY AND PEOPLE-CENTRED BUSINESS I, 7,5 ECTS</td>
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<tr>
<td>CONTEMPORARY ANTHROPOLOGICAL THEORY, 10 ECTS</td>
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<tr>
<td>OPTIONAL BUSINESS ORIENTENTED ANTHROPOLOGICAL COURSE 7,5 ECTS</td>
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<td>ANTHROPOLOGICAL ANALYSIS, 7,5 ECTS</td>
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*mobility window

The courses must be completed in the order predetermined in the curriculum (see section 6 in the Course Catalogue). Students who wish to change the order, in which they take courses, must seek an exemption from the Board of Studies.

### 5.2 Project oriented courses

Fieldwork or an internship is an integral part of the curriculum and takes place during the second semester of the MSc programme, according to the executive order on study programmes and the guidelines detailed in the fieldwork synopsis. A report is submitted following the fieldwork or internship. See also 6 (the course catalogue) and the course descriptions at [www.kurser.ku.dk](http://www.kurser.ku.dk).

### 5.3 Mandatory registration of 30 ECTS each semester

The university must make sure that all students register for 30 ECTS each semester as stated in section 4.2 in the Curricula’s Common Part.

The administration registers students for courses and exams on the first semester of the Master programme. All remaining students must register for courses and exams in the registration period. If at some time there are changes in regards to which groups of students are registered by the administration it will be changed in this curriculum and posted on the study website in KUnet.
Students that do not register for courses and exams totaling 30 ECTS in the registration period will be registered by the administration based on the following criteria:

- Registration is made through a random draw among available courses.

Students who have signed up for 30 ECTS, but cannot follow these courses due to course cancellations and overbooking etc. will be contacted and asked to sign up for other courses. If the student does not do so within a set date then the student will be signed up for courses using the procedure described above.

The registrations made by the university based on the principles described above are binding and cannot be changed unless under special circumstances.

5.4 Credit transfer
Credits for courses taken at universities abroad are only transferable if the content of the course in question is consistent with a corresponding course from the MSc programme, according to the executive order on study programmes.

5.5 Description of each course in the MSc programme
For a detailed description of each of the MSc programme's courses, see section 6 of the Course Catalogue and the course descriptions at www.kurser.ku.dk

6 Examinations
Oral examinations are to be taken individually. If a project or paper has been produced by several students as a joint endeavour and is to be defended orally, only the student currently being examined may be present in the room, not his or her co-authors.

6.1 Assessment
The following exams are assessed by an external assessor (censor):
- Field Methods (12.5 ECTS)
- Master’s Thesis (30 ECTS)

A total of 42.5 ECTS of the Master programme is assessed by an external assessor.
The following exams are graded using the 7-point scale:
- Field Methods (12.5 ECTS)
- Anthropology and People-Centred Business 1 (7.5 ECTS)
- Optional Anthropological Courses x 2 (15 ECTS)
- Optional Business Oriented Anthropological Course (7.5 ECTS)
- Contemporary Anthropological Theory (10 ECTS)
- Master’s Thesis (30 ECTS)

A total of 82.5 ECTS of the Master programme is graded using the 7-point scale.

7 Course catalogue
Teaching at the Department of Anthropology consists of lectures, group lessons, practice teaching, group work and guidance.

7.1 Graphic overview of the MSc in Anthropology and People-Centred Business

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<thead>
<tr>
<th>1’st/3’rd semester</th>
<th>2’nd/4’th semester</th>
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<tbody>
<tr>
<td><strong>1. YEAR</strong></td>
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<tr>
<td>FIELD METHODS, 12.5 ECTS</td>
<td>FIELDWORK, 30 ECTS</td>
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<tr>
<td>EMPLOYERS SEMINAR I</td>
<td>ANTHROPOLOGY AND PEOPLE-CENTRED BUSINESS I, 7.5 ECTS</td>
</tr>
<tr>
<td>CONTEMPORARY ANTHROPOLOGICAL THEORY, 10 ECTS</td>
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<tr>
<td><strong>2. YEAR</strong></td>
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<tr>
<td>OPTIONAL BUSINESS ORIENTENTED ANTHROPOLOGICAL COURSE 7.5 ECTS</td>
<td>MASTER’S THESIS, 30 ECTS</td>
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7.2 Field Methods with Fieldwork Synopsis

*Course*
Advanced course in anthropological methodology
12.5 ECTS

*Description of Aims*
In order to pass course, the students must write an academic synopsis. The synopsis should be written in a clear language, be lucidly argued and exhibit that the student is capable of:

- planning anthropological fieldwork of considerable duration, based on a problem statement developed by the student
- becoming familiar with and making informed use of relevant regional and thematic literature
- Demonstrate and describe the literature search process and the choice of relevant literature.
- outlining the proposed problem statement in relation to the chosen field’s local, social and historical context
- evaluating the relevance of different anthropological methods in relation to the defined research project.
- incorporating considerations for relevant methods and possible analytical perspectives
• evaluating the feasibility of the project
• reflecting on the ethical aspects of the project

Students must also fulfil the Department of Anthropology’s form and language requirements (see Curriculum section on form and language requirements).

Exam
Free written examination
Individual or group examination
External assessment
The 7-point scale

In order to be eligible to take the Synopsis exam, the student must submit and have approved three obligatory papers, give a presentation during the course, and participate in the synopsis workshop (give feedback to fellow students).

For more information on this course please see the full Course Descriptions at www.kurser.ku.dk

**7.3 Contemporary Anthropological Theory**

**Course**
Advanced course in contemporary Anthropological Theory
10 ECTS

**Description of Aims**
To pass the course students are required to write an academic essay on a course-relevant theme, which may draw on a planned or already completed own fieldwork. The essay should be written in clear language, be lucidly argued and exhibit that the student is capable of:

• explaining one or more of the theoretical approaches presented in the course
• applying and discussing one or more theoretical approaches in relation to the chosen problem statement.
• arguing for the chosen theoretical approach in relation to other possible theoretical approaches.
• Consider the selected theories with respect to the history of anthropological theory.

Students must also fulfil the Department of Anthropology’s form and language requirements (see the Curriculum section on form and language requirements).

Exam
Free written examination
Individual or group examination
Internal assessment
The 7-point scale
The student must participate actively in class in order to be eligible to take the course exam, through for example class participation or presentations. The course lecturer will stipulate the participation requirements. The teacher will announce requirements in the beginning of the course.

For more information on this course please see the full Course Descriptions at www.kurser.ku.dk.

### 7.4 Antropology and People-Centred Business I: Themes and Tools

**Course**
Introductory course into the field of Anthropology and People-Centred Business

7.5 ECTS

**Description of Aims**
In order to complete the course, the students must write an academic essay, demonstrating clear language and argumentation. The essay should exhibit that the student is capable of:

- identifying and pin-pointing contemporary business-centred themes for anthropological exploration, and discussing their relevance
- identifying an independent anthropological problem statement drawing on basic knowledge of Anthropology and People-Centred Business
- applying central analytical concepts and theoretical approaches presented during the course on empirical data as part of a convincing academic argument.

Students must also fulfil the Department of Anthropology's form and language requirements (see the curriculum section on form and language requirements).

**Exam**
Free written examination
Individual or group examination
Internal assessment
The 7-point scale

In order to be eligible for the examination, the student must:

- Participate actively in class, through for example class presentations. The course lecturer stipulates the specific requirements for active class participation.
- Attend and participate actively in the seminar “Employer Seminar I: Market understanding”. The course lecturer stipulates the specific requirements for active class participation.

For more information on this course please see the full Course Descriptions at www.kurser.ku.dk

### 7.5 Fieldwork with Field Report

**Course**
Fieldwork
30 ECTS

The courses Field Methods with Fieldwork Synopsis, Anthropology and People-Centred Business I and Contemporary Anthropological Theory should be passed before the course Fieldwork is taken.
Description of Aims
Upon completing Fieldwork, the students must write an academic Field report. The Field report should be written in a clear language, be lucidly argued and exhibit that the student is capable of:

- conducting anthropological Fieldwork based on a problem statement posed by the student
- reflecting critically upon their role as a field anthropologist
- using and reflecting upon a broad spectrum of anthropological methods, particularly core anthropological methods, such as participant observation and varying forms of interview
- reflecting critically upon the implications of the methodological choices made and their relevance to analytical objectives and the empirical context
- identifying, justifying and presenting analytical perspectives in the empirical material
- reflecting upon ethical questions concerning the fieldwork.

Students must also fulfil the Department of Anthropology's form and language requirements (see the curriculum section on form and language requirements).

Exam
Free written examination
Individual or group examination
Internal assessment
Pass/not pass

In order to be eligible for examination the students must have their Halfway Field Report approved.

For more information on this course please see the full Course Descriptions at www.kurser.ku.dk

7.6 Optional Business Oriented Anthropological Course
The Optional Business Oriented Anthropological Course must be comprised of one of the following Optional Anthropological Courses:

- Economic Anthropology,
- Anthropology of Evaluation,
- International Consultancy,
- Organizational Anthropology
- Anthropology of Marketing; Performance & Tricksters

See more on Optional Anthropological Courses below.

7.7 Optional Anthropological Courses
Students must complete and pass two (2) optional anthropological courses.

Course
Elective course in anthropology
7.5 ECTS
Description of Aims
The examination will be evaluated based on the aims for the course, which are stipulated in the Course Description.

Exam
The courses lecturer chooses the examination type between:

Free written examination
Individual or group examination
Internal assessment
The 7-point scale

Or

Oral synopsis exam
Individual examination
Internal assessment
The 7-point scale

The student must participate actively in class, through for example class presentations, in order to be eligible to take the course exam. The course lecturer stipulates the specific requirements for active class participation.

For more information on the course please see the full Course Description at www.kurser.ku.dk

7.8 Anthropological Analysis

Course
Advanced course in anthropological analysis
7,5 ECTS

The courses Field Methods with Fieldwork Synopsis, Anthropology and People-Centred Business I, Contemporary Anthropological Theory and Fieldwork should be passed before the course is taken.

Description of Aims
During the course's compulsory exercises, students must demonstrate that they are capable of:

- handling extensive empirical material and analysing their own data
- coding, classifying and organising the collated material
- evaluating possible perspectives on the material and clarifying its analytical potential
- converting ethnographic material into text.

Students must also fulfil the Department of Anthropology's form and language requirements (see the curriculum section on form and language requirements).

Exam
Active participation
Individual examination
Internal assessment
Pass/fail

The course is passed by active participation, including active participation in all of the weekly practical exercises. The teacher will announce requirements in the beginning of the course.

For more information on the course please see the full Course Descriptions at www.kurser.ku.dk

7.9 Master Thesis
30 ECTS

Students must sign a thesis contract. All other courses must be passed before the Master’s Thesis before the oral defense.

Description of Aims

The thesis must demonstrate that the student is capable of:

- formulating and studying an anthropological research problem statement related to the anthropology of business and/or the anthropology of organizations, based on regional, methodological and theoretical knowledge
- analyzing and reflecting upon business- and/or organization-centred issues and evaluating the relevance of the anthropological perspective for the issues discussed
- reflecting critically upon the empirical material collated and analysing it in relation to the fieldwork's conditions and the methods employed
- evaluating empirical material and theories in relation to one another and relating constructively and critically to both
- making general conclusions on the basis of their own work and relevant regional, thematic and theoretical literature
- communicating and arguing in an academically valid and authoritative manner.

Students must also fulfil the Department of Anthropology's form and language requirements.

Exam
Thesis with oral defense
Individual or group examination
External assessment
The 7-point scale

The thesis must be submitted both in a digital version and a version on paper. More information on this can be found on the Departments website.

The thesis must include a summary in English. The max. length of the summary must be 7,200 keystrokes. The summary is included in the overall assessment of the thesis. The keystokes for the summary does not count towards the max. length for the master thesis itself.
For more information on the course please see the full Course Descriptions at www.kurser.ku.dk