1. **Title of the module:**

ANTS5840 (SE584) The Anthropology of Business

1. **School or partner institution which will be responsible for management of the module:**

School of Anthropology and Conservation

1. **The level of the module**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA: Social Anthropology and associated programmes; BSc Anthropology and associated programmes

Also available as a wild module

1. **The intended subject specific learning outcomes.**  
   **On successfully completing the module students will be able to:**

8.1 Demonstrate critical understanding of the cultural diversity of organizational forms in the economic sphere

8.2 Demonstrate critical understanding of local, regional and international features of social and organisational structures

8.3 Critically evaluate the diversity of livelihoods, social and kinship organisation, gender relations, and epistemologies in relation to organizational structures

8.4 Acquire a detailed knowledge of how anthropologists form questions about ethnographic material and appreciate how ethnography contributes to theory

8.5 Discuss and develop sustained arguments regarding the culture of capital

8.6 Critically discuss organisations in terms of social changes

8.7 Synthesize and reflect upon personal cultural assumptions in terms of the experience of local peoples and their organizational environments,

1. **The intended generic learning outcomes.**  
   **On successfully completing the module students will be able to:**
   1. Demonstrate highly transferable critical reasoning and evaluation skills
   2. Construct and present critical conclusions in written and oral form.

**10. A synopsis of the curriculum**

Anthropology has an important role to play in the examination of our own organizational lives as embedded in various forms of capitalism. This module will allow students to gain anthropological perspectives on business formations, structures, practices and ideologies. Businesses – be they individuals, families, corporations, nation-states or multi-lateral corporations - have identities that are invariably distinct from one another and which are forged upon and promote particular social relationships. Ethnographic case-studies, with a strong emphasis on the stock market in the last third of the course will provide the basis for discussing how these social relationships that enact power, are embedded in broader cultural processes such as ethnicity, nationalism, migration, and kinship as well as ideologies of gender, aesthetics and religion among others. Acknowledging the multiple dynamic relationships between businesses, people and marketplaces will allow us to evaluate their roles as reactive producers, consumers and disseminators of cultural processes within our surrounding environments, extending from the local to the global.

**11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Bestor, Ted 2004. *Tsukiji: The Fish Market at the Center of the World*. University of California Press

Comaroff , John and Jean Comoroff (in press, 2008) “Ethnicity, Inc.

Frank, Thomas 1997. *The Conquest of Cool: Business Culture, Counterculture and the Rise of Hip Consumerism.* University of Chicago Press

Hart, Keith, and Horacio Ortiz. 2014. "The Anthropology of Money and Finance: Between Ethnography and World History". *Annual Review of Anthropology.* 43: 465-482.

Ho, Karen Zouwen. 2009. *Liquidated: an ethnography of Wall Street*. Durham: Duke University Press.

Hoffer, Lee D. 2006. *Junkie business: the evolution and operation of a heroin dealing network*. Australia: Thomson/Wadsworth.

Ortiz, Horacio. 2014. "The Limits of Financial Imagination: Free Investors, Efficient Markets, and Crisis". *American Anthropologist.* 116 (1): 38-50.

Zaloom, Caitlin 2006. *Out of the Pits:* *Traders and Technology from Chicago to London*. University of Chicago Press

**12. Learning and teaching methods**

Total Contact Hours: 34

Private Study Hours: 116

Total Study Time: 150 hours

**13. Assessment methods**

Main assessment methods

* A 3,500 word Essay (80%)
* In-Course Test (20%) 45mins, based on key points from lectures and seminars. This is a multiple-choice, True/False short answer test.
  1. Reassessment methods

Reassessment instrument 100% coursework

***14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *8.7* | *9.1* | *9.2* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** |
| *Lecture* | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** |  |
| *Seminar* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Film Series* |  | x | x |  | x |  | x | x |  |
| *Class trip* |  | x |  |  | x | x | x | x |  |
| **Assessment method** |  |  |  |  |  |  |  |  |  |
| *Essay* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *In-Course Test* | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |  |

**15. Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

**16. Campus(es) or centre(s) where module will be delivered**

Canterbury

**17. Internationalisation**

This module exposes students to research findings that contribute to ethnographic evidence and theoretical insights for understanding the dynamics and complexities of social, economic and poltical organizational cultures, from local to multi and transnational contexts. The module situates the anthropology of business within a wider context of global processes. The reading list is comprised of texts produced by prominent international researchers; these two elements are central to the internationalisation dimension of this module.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 25.06.18 | Minor | 2019-20 | 8,9,12,13,14,17 | No |
| 19/12/19 | Major | January 2021 | 5,7,8,9,12,13,14 | No |