COURSE DETAIL

INTRODUCTION TO BUSINESS ANTHROPOLOGY: CONSUMERS, COMPANIES, AND CULTURE

Country
United Kingdom - England

Host Institution
University of Manchester

Program(s)
University of Manchester

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration Anthropology

UCEAP Course Number
103

UCEAP Course Suffix

UCEAP Official Title
INTRODUCTION TO BUSINESS ANTHROPOLOGY: CONSUMERS, COMPANIES, AND CULTURE

UCEAP Transcript Title
INTRO BUSINESS ANTH

UCEAP Quarter Units
8.00

UCEAP Semester Units
5.30

Course Description
This course introduces the field of business anthropology as an applied social science aimed at understanding organizational and consumer cultures, exploring how businesses use anthropology, how culture shapes consumption choices, and how culture affects businesses as organizations in various parts of the world. Topics include the importance of branding, homemaking, and identity; how cultural insights shape product design; cultural difference at work; and the business implications of organizational cultures. The course explores these issues using a mix of research articles, websites, and case studies of companies like Intel, Mujirushi Ryohin, Ford, and the New York Stock Exchange to provide examples of the ways culture shapes business practices globally.

Language(s) of Instruction
English

Host Institution Course Number
SOAN10361

Host Institution Course Title
INTRODUCTION TO BUSINESS ANTHROPOLOGY: CONSUMERS, COMPANIES AND CULTURE

Host Institution Course Details
http://courseunits.humanities.manchester.ac.uk/Undergraduate/SOAN10361/Display

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Social Anthropology

Course Last Reviewed
2024-2025

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