



**Market and
management
anthropology**
Bachelor of Science

University of
Southern Denmark



Understanding global markets of the future

The skills and competences that you acquire in the Market and Management Anthropology programme are those that organisations and corporations are already, and increasingly will be, looking for amongst highly educated professionals and managers. You will learn how markets arise and change, along with people's values and daily needs, in the interweaving of local culture with global flows and structures. Your understanding of culture and economy and your skills in research methodology and project management will enable you to create value for corporations and public organisations, as they enter, operate on and innovate for the global markets of the future.

You will acquire a global mindset, an understanding of people's cultural values and the needs, challenges and desires of their everyday life, together with the ability to glean information from both stories and statistical charts, the ability to apply strong skills in communicating analysis to a wide audience, and the ability to operate across diverse cultures when solving problems and seeing opportunities.

The programme uses markets and businesses as primary sites for the scientific study of social and economic life; of the ongoing changes in people's ways of life and existential concerns. You will graduate with experience in conducting independent research, marked by both academic rigour and business relevance, under different cultural conditions.

⇒ Offered in: **Odense**

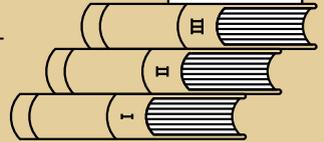
“Students should not learn to “reduce complexity” – forget that! They have to be able to see the full range of dynamics and navigate them, and have all their antennas directed towards that.”

*Lisbet Thyge Frandsen,
Group Senior Vice President,
Grundfos*

Career opportunities

A BSc in Market and Management Anthropology provides career opportunities in the private sector, NGOs, international organisations, government bodies and other public organisations, both within Denmark and abroad.

Upon graduation, you can seek further academic specialisation by entering a Master's degree programme within social science or business economy. At the University of Southern Denmark you can directly enter the graduate programmes of MSc in Cultural Sociology, MSc in International Security and Law, MSc in Comparative Public Policy and Welfare Studies and MSc in Economics and Business Administration (with microeconomics as an elective course). Degrees within other fields of social science or business can be pursued at universities in Denmark or abroad.



Creating value for employers

Business leaders and analysts have praised the BSc in Market and Management Anthropology for providing a combination of competences which mirrors the complex issues faced by corporations and their increasing needs for global cultural-economic insight. The degree has been acclaimed by large-scale employers for moving beyond more traditional business-oriented degrees in matching the challenges of tomorrow's global markets.

“It is expensive to send employees abroad. You need an employee with a good socio-scientific basis and a business-oriented toolbox”.

*Bjarne Lundager
Jensen,
Deputy Manager,
Danish Industry*

“One has to understand the various dynamics of the world order; how new global megatrends arise, and what it means for one's business.

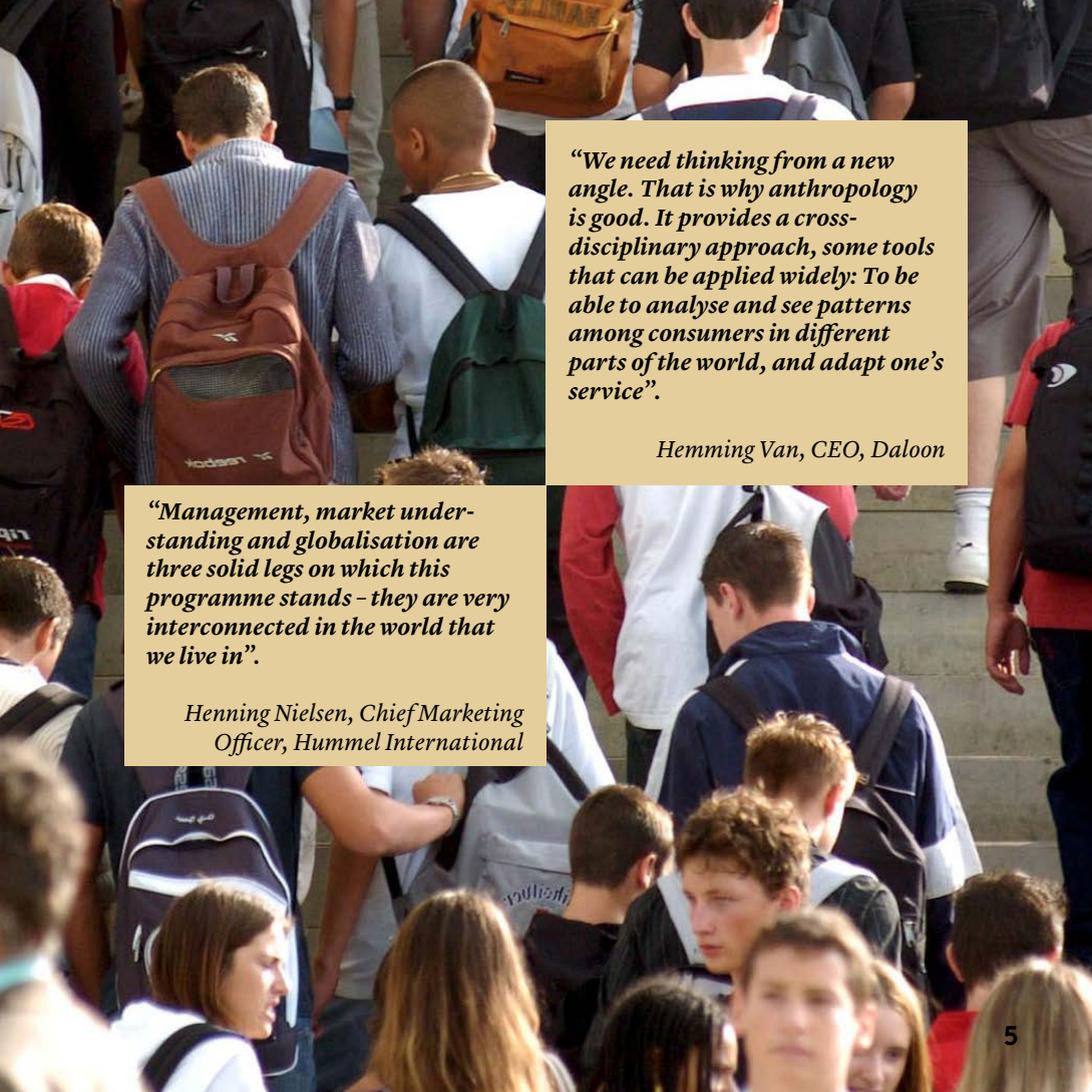
We are now on a journey on which new competence needs arise, and therefore new types of career positions”.

Lisbet Thyge Frandsen, Group Senior Vice President, Grundfos

“The more one understands what goes on in the world, the more one can think about the local application from that perspective. E.g. how a group of employees will respond to a process that involves changing their orientation from focusing upon their own local world, to being participants in a larger whole”.

*Peter Henriksen, Managing Director, South
Denmark Public Healthcare Administration*





“We need thinking from a new angle. That is why anthropology is good. It provides a cross-disciplinary approach, some tools that can be applied widely: To be able to analyse and see patterns among consumers in different parts of the world, and adapt one’s service”.

Hemming Van, CEO, Daloon

“Management, market understanding and globalisation are three solid legs on which this programme stands - they are very interconnected in the world that we live in”.

Henning Nielsen, Chief Marketing Officer, Hummel International

Programme content

The programme uniquely provides classical theoretical learning about society and humanity in combination with competences that are concrete and goal-oriented.

Since internationalisation is taken seriously, students are expected to spend their fifth semester at a university abroad. During this they will obtain, besides further academic qualifications, first-hand experience of independent collection of scientific data using anthropological fieldwork methods.

The courses of the programme are all related to one of four “pillars”:

1. Globalisation and global economic structures
2. Markets and consumer cultures
3. Management challenges across the public and private sectors
4. Anthropological analysis of culture

You will like this programme if you...

- are curious about how cultural, economic and technological changes affect the everyday lives of people around the world
- want to build on that by attaining both classical theoretical learning about society and humanity and professional competencies that are concrete and goal-oriented
- want a career where you help businesses to be more profitable and sustainable, and organisations to be better workplaces that attain their goals for the benefit of society

Programme structure

6. sem.	Project management	Bachelor Project 20 ECTS			Elective courses 10 ECTS	
5. sem.	Field experience	Anthropological Fieldwork 10 ECTS	Elective courses 20 ECTS			
4. sem.	Interacting with environments	Anthropological Fieldwork Methods 10 ECTS	Business Anthropology 5 ECTS	Global Consumer Cultures 5 ECTS	Perspectives on Law and Society 10 ECTS	
3. sem.	Managerial skills	Philosophy of Science 5 ECTS	Principles of Management 10 ECTS	Budget and Management Accounting 5 ECTS	Comparative Business Environments 5 ECTS	Corporate Finance 5 ECTS
2. sem.	Differing market economies	Economic Anthropology 5 ECTS	Marketing and Strategic Communication 10 ECTS	Perspectives on Development 10 ECTS		Social and Economic Statistics 5 ECTS
1. sem.	Global realities	Introduction to Social Anthropology 10 ECTS	Introduction to Globalization 5 ECTS	Introduction to Economic and Business History 5 ECTS	Globalization, organizations and the state 10 ECTS	

■ Anthropological disciplines

■ Business and economics

■ Elective courses

■ Business with “socio-anthropological perspective”

■ Politics and Law

The student environment

The University of Southern Denmark is a modern institution offering education and research at the highest level. Every day more than 1,400 researchers and 20,000 students build on the University's reputation as a centre of academic excellence.

This programme is offered at the largest campus which is located in Odense, the third-largest city in Denmark. Lively and youthful, this historic city has a bustling social scene and is little more than an hour away from Copenhagen. Odense is known for being the birthplace of world-renowned storyteller Hans Christian Andersen.

The lecturers are members of internationally renowned research groups that publish in the top journals in their fields. Driven by intellectual involvement in their research and the vision of this programme, they provide research-based learning at the highest international levels within globalisation, management, market communication, cultural analysis and qualitative methodology.

The lecturers are well connected to businesses and organisations in Denmark and abroad. Through ongoing collaboration in our innovation network, staff and students gain experience with real-life business cases.



Enrolment

Students need to be fluent in both written and spoken English. All teaching and examinations are conducted in English.

Students with a Danish *studentereksamen* are required to have taken English and Mathematics at B level. They should also have taken one of the following at B level: History (*historie* or *samtidshistorie*), History of Ideas, International Economy, or Social Science (*samfundsfag*).

International applicants will similarly have the focus of their secondary education evaluated before admission.

Higher education in Denmark is free for students from the EU/EEA and for students participating in an exchange programme. For other students, annual tuition fees can apply. Scholarships and financial aid schemes may be available. Each year more than 1,500 international students choose to study at SDU, which has more than 500 exchange agreements with partner institutions around the world.

“The traits that international organisations look for in employees are: The ability to cooperate, a curiosity and preparedness to change, and the willingness to be proactive and lead the way. Plus the ability and desire to be part of a multicultural organisation: That you are open towards other cultures’ perceptions of loyalty and effectiveness”.

“Today, stakeholder knowledge is increasingly recognized as an important determinant of a firm’s competitiveness. The graduates of this programme will be able to generate valuable knowledge of relevant stakeholders in key markets like China or Brazil”.

*Birgitte Møller, Special
adviser (HRM),
Ministry of Foreign Affairs
of Denmark*

Lasse Wiberg, Chief Specialist, Vestas

“What you do really fits with what P&G market research wants to do - we are looking for skills of human understanding”.

Jacques-Julien Rieme, Consumer and Market Knowledge Manager, Procter & Gamble



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Find out more about Market and Management Anthro-
pology at www.sdu.dk/mma

Information about studying in Denmark on [www.stud-
yindenmark.dk](http://www.stud-
yindenmark.dk)