

Business Anthropology (商業人類學)

Professor: John McCreery

AT A GLANCE

Business anthropology is both academic anthropology, Anthropology OF Business, and applied anthropology, Anthropology IN Business. This course covers both, but pays special attention to the latter. It is designed both for anthropologists and for students of business or engineering who may find themselves working with anthropologists to solve business problems or find windows of opportunity for innovation.

As an introduction to the Anthropology OF Business, it explores the development of business anthropology in France, Japan, Taiwan and China as well as North America. As a practical introduction to Anthropology in Business, it combines readings and classroom discussions with ethnography, using online materials, of successful research firms that make business anthropology the core of their brands. Students who take this course are required to write an ethnographic analysis of one of these firms and to record their reading and research notes in notebooks that will be submitted as PDFs for review, feedback and evaluation. Copies of their notebooks will be collected twice for review and feedback and the third and final version, including the student's description of what they learned from the course, will be used in determining final grades.

READINGS

English

Jordan, Ann T. (2012) *Business Anthropology*, 2nd edition.

Ladner, Sam (2016) *Practical Ethnography: A Guide to Doing Ethnography in the Private Sector*

Selected chapters from Denny, Rita and Patricia Sunderland, eds (2016) *Handbook of Anthropology in Business*.

中文

Charles Shih Hsiang Sung (松世祥) (2016) 百公里的人類學家

從大陸來的資料 (還沒完全決定)

Schedule

9/20 Introduction: The two-headed monster.

9/27 Getting Started: Jordan, Chapters 1, pp 1-8; Ladner, Chapter 1, pp. 11-20, McCreery "From Anthropologist to Adman: Anthropology as Preparation for a Business Career" (forthcoming in the *International Journal of Business Anthropology*)

10/4 Techniques: Jordan, Chapter 3, pp. 23-42;

10/18 Theory: Ladner, Chapter 2, pp. 21-38

*Notebook review #1

10/25 Cultures and Groups: Jordan, Chapter 4, pp. 43-62

11/1 Macro, Meso, Micro: Dominique Desjeux "Professional Anthropology and Training in France" in R. Denny and P. Sunderland ed., *Handbook of Anthropology in Business*, pp. 100-115

11/8 Working in the Private Sector: Ladner, Chapter 3, pp. 39-54

11/15 Managing Clients: Ladner, Chapter 5, pp. 69-86

11/22 Ethics: Jordan, Chapter 5, pp. 63-71; Ladner, Chapters 6, pp. 87-100
*Notebook review #2

11/29 EPIC: Ethnographic Praxis In Corporations (www.epicpeople.org)

12/6 Japan: John McCreery and Keiko Yamaki "The Anthropology of Business & Administration in Japan" in R. Denny and P. Sunderland ed., *Handbook of Anthropology in Business*, pp. 265-282

12/13 Taiwan: 宋世祥 (Charles Shih Hsiang Sung), 百公里的人類學家, Chapters 1,2

12/20 China (Southern School) <https://baike.baidu.com/item/工商人类学/5442141>, 本土與域外：工商人類學的興起

12/27 China (Northern School) To be announced

1/3 Looking back, looking forward

1/10 We're done

*Completed notebook for grading