
Postgraduate Certificate in Business Anthropology

Applied Business Anthropology in Practice.

Applied Business Anthropology is the application of anthropological theories, methods, and perspectives to understand and solve business problems. In this course, you will learn about key terms and vocabulary that are commonly used in the field of Applied Business Anthropology.

Business Anthropology is the study of human behavior in business settings. It draws on anthropological theories and methods to understand how people create, organize, and manage businesses, as well as how businesses affect people's lives.

Applied Anthropology refers to the use of anthropological knowledge and skills to address practical problems in the world. It involves applying anthropological theories, methods, and perspectives to real-world issues, such as health, education, and economic development.

Ethnography is a research method used in anthropology to study people's cultures and behaviors. It involves observing and participating in people's daily lives, often over an extended period, to gain a deep understanding of their cultural practices and social organization.

Participant Observation is a research method used in ethnography to gather data. It involves participating in people's activities and observing their behaviors, often while also conducting interviews and collecting other forms of data.

Cross-cultural Research is a research approach used in anthropology to compare cultural practices and social organizations across different societies. It involves collecting data in multiple cultural contexts and analyzing the similarities and differences between them.

Cultural Relativism is a theoretical perspective in anthropology that emphasizes the importance of understanding cultural practices and beliefs in their own cultural context. It involves avoiding judgment about other cultures based on one's own cultural values and beliefs.

Corporate Culture refers to the shared values, beliefs, and practices that characterize a particular organization. It influences how people within the organization behave, make decisions, and interact with each other and with people outside the organization.

Organizational Culture is similar to corporate culture, but it refers to the shared values, beliefs, and practices that characterize a particular workgroup or department within an organization.

Ethnocentrism is the tendency to view one's own culture as superior to others. It involves judging other cultures based on one's own cultural values and beliefs, often leading to misunderstandings and conflicts.

Globalization refers to the increasing interconnectedness of people, organizations, and societies around the world. It involves the movement of goods, services, ideas, and people across national borders, leading to the spread of cultural practices and the emergence of new cultural forms.

Consumer Culture refers to the values, beliefs, and practices that shape people's consumption behaviors. It involves the use of material goods and services to express identity, status, and belonging.

Market Research is the systematic collection and analysis of data about consumers, products, and markets. It involves using various research methods, such as surveys, focus groups, and ethnography, to understand consumer needs, preferences, and behaviors.

User Experience (UX) Design is the design of products, services, and systems that are user-centered and intuitive to use. It involves using anthropological methods, such as ethnography and participatory design, to understand user needs, preferences, and behaviors.

Design Anthropology is a subfield of anthropology that focuses on the application of anthropological theories, methods, and perspectives to design. It involves using ethnography and other anthropological methods to understand user needs, preferences, and behaviors, and to inform the design of products, services, and systems.

Innovation refers to the creation and implementation of new ideas, products, and services. It involves using anthropological methods, such as ethnography and participatory design, to understand user needs, preferences, and behaviors, and to inform the development of innovative solutions.

Sustainability refers to the ability of a system or organization to maintain its operations and meet its needs over time without depleting resources or causing harm to the environment. It involves using anthropological methods, such as ethnography and participatory design, to understand the social and cultural factors that influence sustainability and to develop sustainable solutions.

Diversity refers to the differences and similarities among people in terms of their cultural backgrounds, identities, and experiences. It involves recognizing and valuing these differences and similarities, and creating inclusive environments that promote equity and social justice.

Ethics refers to the principles and values that guide professional conduct. It involves making responsible decisions that respect the rights and dignity of others, and that promote the common good.

Power refers to the ability to control or influence others. It involves recognizing and challenging the social and cultural factors that shape power relations, and promoting equitable and just relationships.

In practice, Applied Business Anthropology involves using these key terms and vocabulary to address practical business problems. For example, an Applied Business Anthropologist might use ethnography to understand consumer needs and preferences in a particular cultural context, and then use that information to inform the design of a new product or service. They might also use cross-cultural research to compare

cultural practices and social organizations across different societies, and then use that information to develop global marketing strategies.

One challenge in Applied Business Anthropology is balancing the needs and interests of different stakeholders. For example, an Applied Business Anthropologist might need to balance the needs and interests of consumers, employees, shareholders, and the wider community. This requires careful consideration of ethical issues, such as informed consent, confidentiality, and social responsibility.

Another challenge in Applied Business Anthropology is navigating the complex and dynamic nature of business environments. Businesses operate in a rapidly changing world, and Applied Business Anthropologists need to be adaptable and flexible in their approach. They need to be able to respond to changing circumstances and develop innovative solutions that meet the needs of their clients.

In conclusion, Applied Business Anthropology is a field that draws on anthropological theories, methods, and perspectives to understand and solve business problems. By using key terms and vocabulary such as ethnography, cross-cultural research, cultural relativism, corporate culture, innovation, and sustainability, Applied Business Anthropologists can gain a deep understanding of consumer needs, preferences, and behaviors, and develop user-centered solutions that promote equity, social justice, and sustainability. However, this field also presents challenges, such as balancing the needs and interests of different stakeholders and navigating the complex and dynamic nature of business environments. By developing strong analytical, ethical, and interpersonal skills, Applied Business Anthropologists can meet these challenges and make valuable contributions to the business world.