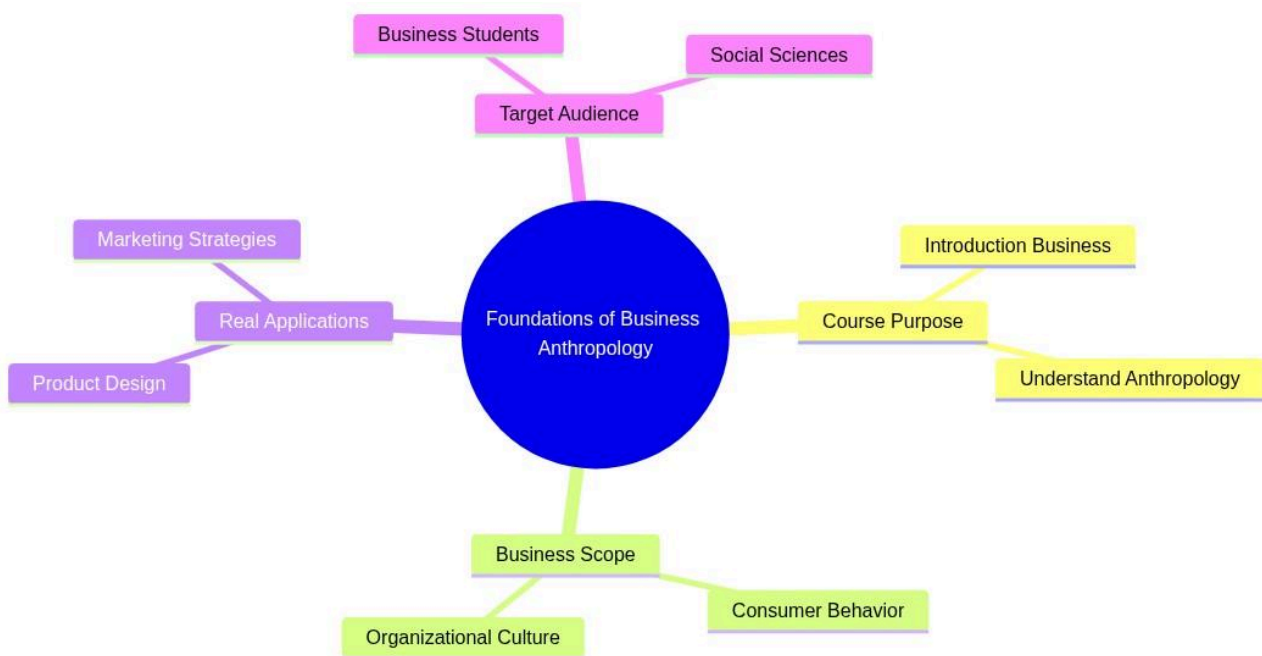


Postgraduate Certificate in Business Anthropology

# Foundations of Business Anthropology



mindmap

root((Foundations of Business Anthropology))

Course Purpose

Introduction Business

Understand Anthropology

Business Scope

Consumer Behavior

Organizational Culture

Real Applications

Product Design

Marketing Strategies

Target Audience

Business Students

Social Sciences