Course Name	Applied Ethnography: Industry and Professional Applications		
Semester, Year	1 学期	Number of Credits	2 credits
Course level	1000	Course Number	027044
Instructor(s) (Institution)	Paul Josefu Capobianco (大学院メディア・コミュニケーション研究院)		
Course Objectives	Students will be able to apply what they learn in this class to their future jobs.		
Course Goals	Learn about the practical applications of ethnography.		
Course Schedule	Week 1: Introduction to the class Week 2: Introduction to ethnography and cultural anthropology Week 3: Cultural anthropology theory and practice Week 4: Qualitative data and business Week 5: Applied ethnography; determine discussion order Week 6: Market research Week 7: Discussions; User experience research Week 8: Discussions; Research practicum Week 9: Discussions; Qualitative research jobs, Resume, CV Week 10: Film Week 11: Discussions; Qualitative research jobs, Resume, CV continued Week 12: Presentations Week 13: Presentations Week 14: Final exam Week 15: Discussions; presentations; last summary and concluding discussion		
Homework	Students will be expected to positively do preparation for and review of lesson material. Instructors will give a general explanation regarding preparations for the course at the beginning of the semester, and will also provide specific instructions as appropriate throughout the semester regarding preparation for individual classes. Students will also be expected to proactively establish their own goals and learning plans and to carry them out by themselves. If students do not prepare adequately, they may fail to master the content of the course and consequently there is a possibility that they be unable to gain credit. Students are therefore strongly recommended to earnestly and systematically engage in preparation for classes.		
Grading System	Grading: Attendance and Participation 40% Attendance and Class Participation 10% Discussion 15% Presentation 15% Homework 20% Final Exam 20% Research Paper 20% Attendance and Class Participation 10% Students are expected to attend all classes. But you can be absent (欠席) for TWO classes for any reason and your grade will not be affected. If you are absent, you are still responsible for submitting homework and assignments by the start of class on the day you are absent. If you are sick, you can hand homework in at the start of the next class. Unless there is a serious circumstance, you will not be able to make up exams or presentations. A third absence will result in -10% of a student's overall grade and a fourth unexcused absence will result in automatic failure of the class. Coming to class late will result in -5% of overall grade. If you are sick, then you must produce evidence at the next class. For example, a prescription (処方箋) from the chemist with DATES on. Sending me an email saying "I am sick" is NOT proof. Discussion 15%		

	Students will be asked to lead a discussion about a reading that they recommend to the class. The order of the discussion will be selected at random in week 5 of the class. Presentation 15% In addition to their led discussion, students will be required to give one presentation about their research topic. Students will be graded on their overall preparedness Homework 20% Students will be required to do several homework assignments throughout the semester. These are to be submitted at the start of the following class. Exam 20% There will be a final exam in this class. It will be open book and short essay format. Presentation 20% Students will be required to give a formal presentation. This will be worth 20% of the grade. Students will be graded on their overall presentation habits, their ability to communicate their message, and their overall preparedness. Students will NOT be graded on their ability to speak perfectly, although this will be looked upon favorably. Students are encouraged to focus on communication and delivering their message with fluency rather than speaking like a native English speaker. Mistakes are encouraged. Research Paper 20% Students will be required to write a research paper on a topic that is related to the class. We will discuss the basics of writing a research paper during the class and students will know all the important information about writing the paper.
Textbooks / Reading List	
Websites	
Website of Laboratory	
Additional Information	Students with English language proficiency at or above advanced level (TOEFL-ITP score ＜ 500) may register for this course.