



Programme curriculum
**Master's Programme in Applied
Cultural Analysis**

2019

Adjusted 2020, 2021, 2 and 2025
Corrected 2021, 2022 and 2024
Revised 2022

**Faculty of Humanities
University of Copenhagen**

Entry into force: 1 September 2025

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This programme curriculum is supplemented by the faculty's *Shared curriculum for study programmes at the Faculty of Humanities*. Students enrolled under this curriculum are therefore subject to the guidelines and rules described in both the shared curriculum and the programme curriculum.

Part 1. Legal basis

Section 1. Legal basis

This curriculum has been drawn up under the authority endowed by:

- Ministerial Order no. 106 of 12 February 2018 on Admission to and Enrolment on Master's (Candidatus) Programmes at Universities (*kandidatadgangsbekendtgørelsen*)
- Ministerial Order no. 1328 of 15 November 2016 on Bachelor's and Master's (Candidatus) Programmes at Universities (*uddannelsesbekendtgørelsen*)
- Ministerial Order no. 1062 of 30 June 2016 on University Examinations and Grading (*eksamensbekendtgørelsen*)
- Ministerial Order no. 114 of 3 February 2015 on the Grading Scale and Other Forms of Assessment of Study Programmes under the Ministry of Higher Education and Science (*karakterbekendtgørelsen*).

Part 2. Admission requirements, prescribed period of study, affiliations and title

Section 2. Admission requirements

Admission to the Master's degree programme is in accordance with the Ministerial Order concerning admission and enrolment.

(2) The following bachelor programmes grant direct admission to the master's programme in Applied Cultural Analysis:

- European Ethnology from The University of Copenhagen
- Anthropology from The University of Copenhagen
- Anthropology from Aarhus University
- Sociology and Cultural Analysis from University of Southern Denmark
- A Bachelor's degree from the Faculty of Humanities or the Faculty of Social Sciences at The University of Copenhagen, with a minimum of 10 ECTS credits of the Bachelor's elective in European Ethnology from The University of Copenhagen.

(3) The faculty may admit applicants other than those mentioned in paragraph 2 if it is assessed that the applicant has a Bachelor's degree from a Faculty of Humanities or a Faculty of Social Sciences with at least 30 ECTS in subjects within ethnographical method, anthropological/ethnological cultural analysis and/or theory.

(4) All applicants must have English language proficiency on par with the Danish upper secondary school 'English level B' with a weighted average of minimum 2. See <http://studies.ku.dk/masters> for more information.

(5) The faculty decides the admission capacity for the master's programme in Applied Cultural Analysis each year. The admission capacity is published each year at studies.ku.dk/masters.

(6) If the number of qualified applicants exceeds the admission capacity, applicants will be prioritised in line with criteria at studies.ku.dk/masters.

Section 3. Prescribed period of study

The master's programme in Applied Cultural Analysis is prescribed to 120 ECTS.

Section 4. Affiliation

The master's programme in Applied Cultural Analysis falls under the auspices of the study board of the Saxo-Institute and the body of external examiners for Ethnology.

Section 5. Title

On successful completion of the master's programme with major subject in Applied Cultural Analysis, graduates are entitled to use the title Master of Arts (MA) in Applied Cultural Analysis. The title in Danish is cand. mag. i anvendt kulturanalyse.

Part 3. Technical requirements pertaining to study

Section 6. Reading texts in foreign languages

It is required that the student is able to read scholarly texts in English.

Section 7. Definition of a standard page

A standard page is defined in section 7 of the shared curriculum for study programmes at the Faculty of Humanities.

(2) For the master's programme in Applied Cultural Analysis also apply:

- If audio-visual material figures in a syllabus, it is counted as 1 minute playtime equals 1 standard page.
- If websites are included, the material is copied into a word processor and converted into standard pages.

Section 8. Syllabus

The syllabus provisions are presented on Study Information on KUnet, under Exams → Exam types and rules → Syllabus.

Part 4. Competency goals and academic profile

Section 9. Competency description

Trained in ethnographic fieldwork and on a basis of a variety of cultural analytical perspectives, a graduate in Applied Cultural Analysis has developed an advanced competency to collect and process qualitative data regarding cultural issues. A graduate is highly skilled within a selection of qualitative methods and masters the ability to organize and analyze empirical material. Furthermore, the graduate is trained in designing, conducting, administrating and evaluating cultural analytical projects. Through the Master of Applied Cultural Analysis the graduate achieves competences and practical experience in applying cultural analysis in addressing professional challenges in corporations, public institutions and NGOs. Qualitative methods enable the graduate to facilitate, investigate, research, and develop organizational settings and contribute to defining

and innovating core values and potentials, as well as to undertake stakeholder analysis. Graduates holding a master's degree in Applied Cultural Analysis find employment in consultancy firms, private companies, state bodies, municipalities, research institutions and humanitarian organizations.

Section 10. Competency profile

The master's programme in Applied Cultural Analysis gives the student:

Knowledge:

- of the diverse implications of the concept of culture as well as the perspectives entailed by applying it.
- of culture theory regarding social life, everyday life, valuing practices etc.
- of the complex influence of cultural processes on phenomena in organizations and society.
- of fieldwork methods such as, e.g. qualitative interview and participant observations.

Skills in:

- crafting a problem in a reflexive manner.
- independently conducting cultural analyses, including the selection of relevant methodological approaches from their analytical abilities and reflecting on ethical implications of the application of these methods and their outcomes.

Competencies in:

- the identification, interpretation, and analysis of cultural phenomena, diversity, and processes in different contexts and communicating this in oral and written forms.
- designing, managing, and critically evaluating a project within the time schedule and the frames given by economy and resources.
- translating cultural analytical insights to critically reflected recommendations, valuable for the relevant stakeholders (public organizations, citizens, private enterprises, NGOs, etc.).
- work independently in teams to address cultural analytical problems in various environments.
- independently taking responsibility for own professional development and specialization.

Part 5. Structure and course elements

Section 11. Structure

The study programme consists of subject elements corresponding to 90 ECTS, including a master's thesis corresponding to 30 ECTS. The study programme also contains electives corresponding to 30 ECTS.

(2) The thesis must be written in semester 4 and completes the studies. The student has to have passed 60 ECTS in order to register for the thesis.

Section 12. Study programme profiles/specialisations

The master's programme in Applied Cultural Analysis contains no profiles or specialisations.

Section 13. Master's programme in applied cultural analysis

The study programme contains a 30 ECTS mobility window which students use for master's elective studies, studying abroad, etc.

(2) The table below shows the structured course of study for the master's programme in Applied Cultural Analysis.

Semester	Course elements:		
1.	Introduction to Applied Cultural Analysis 7.5 ECTS	Theoretical Perspectives in Cultural Analysis 7.5 ECTS	Strategies for Composing Cultural Analysis 15 ECTS
2.	Methodologies for Cultural Analysis 15 ECTS		Fieldwork and Project Management 15 ECTS
3. (Mobility window)	Master's elective 30 ECTS		
4.	Thesis 30 ECTS		

Section 14. Subject elements of the programme

Introduction to Applied Cultural Analysis (compulsory and constituent)

7.5 ECTS

Activity code: HANK03411E

Academic targets	<p>At the examination, the student can demonstrate:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> • Basic knowledge about selected cultural phenomena and applied cultural analysis. • Knowledge of different theoretical and methodological approaches to the study of culture. <p>Skills in:</p> <ul style="list-style-type: none"> • Crafting a problem of cultural analysis and under supervision from the instructor, envisaging and conducting a limited field study. • Applying cultural analytical key concepts. <p>Competencies in:</p> <ul style="list-style-type: none"> • The use of concepts and methods drawn from cultural analysis to address issues commissioned by external agencies. • The tackling of applied research questions in a reflective and coherent way • The identification of and negotiation between different modes of argument in debates and cooperative efforts. • Reflect on the applicability of cultural analysis to workplaces and other organizational settings.
Teaching and working methods	<p>The class tags between lectures and workshops, in which the students focus on limited field projects to be conducted in groups.</p>

Exam provisions	<p>Form of exam: Take-home assignment, optional subject. Scope: 6-10 standard pages Assessment: Internal exam with one examiner, the 7-point grading scale. Regulations for group exams: The exam can be taken individually or as a group (max. 5 students) with individual assessment. If several students work together on a report, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. Take-home assignments for group exams are: 9-15 standard pages (2 students), 12-20 standard pages (3 students), 15-25 standard pages (4 students), or 18-30 standard pages (5 students). Exam language(s): English or Danish. Materials permitted: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p>
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Theoretical Perspectives in Cultural Analysis (compulsory and constituent)

7.5 ECTS

Activity code: HANK03421E

Academic targets	<p>At the examination, the student can demonstrate:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> Theoretical perspectives and key concepts in cultural analysis. <p>Skills in:</p> <ul style="list-style-type: none"> Presenting in an independent way a central scholarly debate in the field of cultural analysis. Applying and reflecting upon the use of theory when identifying an object for cultural analysis. <p>Competencies in:</p> <ul style="list-style-type: none"> Reflecting on the analytical potentials in different theoretical perspectives.
Teaching and working methods	<p>This class is a seminar requiring active involvement in discussions, mandatory student presentations, group work, etc.</p>
Exam provisions	<p>Form of exam: Take-home assignment, optional subject. Scope: 6-10 standard pages. Assessment: Internal exam with one examiner, the 7-point grading scale. Regulations for group exams: The exam can only be taken individually. Exam language(s): English or Danish. Materials permitted: All. Make-up exam/resit: Conducted in the same manner as the original exam.</p>

Strategies for Composing Cultural Analysis (compulsory and constituent)
15 ECTS
Activity code: HANK03431E

<p>Academic targets</p>	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Different ways of identifying, delineating and crafting questions for cultural analysis. • Cultural analytical practice. <p>Skills in:</p> <ul style="list-style-type: none"> • Independently developing and delineating research questions relevant for cultural analysis on the basis of shared case work, fieldwork based materials, and class exercises. • Critically reflecting on the implications of analytical strategies and choices. <p>Competencies in:</p> <ul style="list-style-type: none"> • Developing and identifying research questions relevant to cultural analysis. • Using concepts drawn from culture theory to grasp contemporary cultural articulations and manifestations. • Critically reflecting on the implications of the selected analytical approaches and their applicability in addressing specific cultural phenomena.
<p>Teaching and working methods</p>	<p>This class is a seminar requiring active involvement in discussions, mandatory student presentations, group work, etc.</p>
<p>Exam provisions</p>	<p>Form of exam: Oral exam with material, optional subject. Scope: 30 min. including grading. The material takes the form of a synopsis, 1-2 standard pages. Assessment: Internal exam with multiple examiners, the 7-point grading scale. 1/3 of the assessment is based on the material. Regulations for group exams: The exam can only be taken individually. Exam language(s): English or Danish. Materials permitted: The submitted material as well as notes or a synopsis for the oral presentation. Make-up exam/resit: Conducted in the same manner as the original exam.</p>

Methodologies for Cultural Analysis (compulsory and constituent)
15 ECTS
Activity code: HANK03441E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> • A selection of ethnographical and qualitative methods. <p>Skills in:</p> <ul style="list-style-type: none"> • Advanced ethnographic methodologies. • Evaluating and selecting relevant material to illustrate a given research question. • Accounting for experiments with and outcomes of with different methods of comprehending social interaction, imagery, texts, and material culture. <p>Competencies in:</p> <ul style="list-style-type: none"> • The selection and use of relevant approaches and methods of cultural analysis. • Using and reflecting on different genres and media of communication to convey research findings to different audiences.
<p>Teaching and working methods</p>	<p>The class tags between the instructor's presentations and workshops, in which the students cooperate in groups to solve specific tasks comprising the crafting of research questions, adequate methodologies and forms and media of presentation. Emphasis is placed on the use of different strategies for cultural analysis, different modes of ethnographic inquiry and diversity in the use of genre and media to convey research findings.</p>
<p>Exam provisions</p>	<p>Form of exam: Take-home assignment, optional subject following active class participation.</p> <p>Scope: 11-15 ns. The active class participation consists of:</p> <ul style="list-style-type: none"> • Minimum 75% class attendance. • 3 oral performances (pitches). <p>Assessment: Internal exam with one examiner, the 7-point scale.</p> <p>Regulations for group exams: The exam can only be taken individually. However, several students may work together on the oral parts of the active student participation.</p> <p>Exam language(s): English or Danish.</p> <p>Materials permitted: All.</p> <p>Make-up exam/resit: Conducted in the same manner as the original exam.</p> <hr/> <p>Exam in case of nonapproved active class participation:</p> <p>Form of exam: Take-home assignment, optional subject.</p> <p>Scope: 16-20 standard pages.</p> <p>Assessment: Internal exam with one examiner, the 7-point scale.</p> <p>Regulations for group exams: The exam can only be taken individually.</p> <p>Exam language(s): English or Danish.</p> <p>Permitted exam aids: All.</p> <p>Make-up exam/resit: Conducted in the same manner as the original exam in case of nonapproved active class participation.</p>

Fieldwork and Project Management (compulsory and constituent)

15 ECTS

Activity code: HANK03451E

<p>Academic targets</p>	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Project design, communication, and administration. <p>Skills in:</p> <ul style="list-style-type: none"> • The design, conduction and writing up of a fieldwork driven project, developed in collaboration with a corporate entity or organization. • The conduction of fieldwork under consideration of relevant ethical issues. • Presenting project results to the external agency in a suitable media and genre. <p>Competencies in:</p> <ul style="list-style-type: none"> • Applying the insights of cultural analysis to improve everyday life in diverse working environments or among end users. • Reflecting on and arguing for the selection of methodological strategies and form of presentation. • Independently taking responsibility for own professional development and specialisation.
<p>Teaching and working methods</p>	<p>In teams the students conduct a field based project supervised by the instructor in class sessions.</p>
<p>Exam provisions</p>	<p>Form of exam: Oral exam with material, optional subject. Scope: 30 min. including grading. The material consists of</p> <ul style="list-style-type: none"> • 1 project plan of 2 standard pages • 1 status report of 2-4 standard pages • 1 field work report of the entire course (14-16 standard pages) <p>Assessment: External exam, the 7-point grading scale. 1/2 of the assessment is based on the material. Regulations for group exams: The exam can only be taken individually. However, several students (max 4 students) may work together on the material for the exam. If several students work together on a report, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total. In case of group exam: the scope of the project plan and status report does not change, but the field report is extended to 21-24 standard pages (2 students), 28-32 standard pages (3 students), or 35-40 standard pages (4 students). Exam language(s): English or Danish. Materials permitted: The submitted material as well as notes or a synopsis for the oral presentation. Make-up exam/resit: Conducted in the same manner as the original exam.</p>

Master's Thesis (compulsory and constituent)
30 ECTS
Activity code: HANK03461E

<p>Academic targets</p>	<p>At the examination, the student can demonstrate:</p> <p>Knowledge of:</p> <ul style="list-style-type: none"> • A specific problem of cultural analysis. <p>Skills in:</p> <ul style="list-style-type: none"> • Crafting, delineating and tackling a relevant research question, and application of cultural analysis to a specific theme. • Collecting, selecting, and limiting empirical material of relevance to the analysis. • Discussing key concepts, and relate these to significant theoretical perspectives. • Explicitly and critically arguing for decisive choices (including strategies of analysis). • Analyzing the material on a sound conceptual and methodological basis. • Documenting and conveying analytical findings clearly and with mastery of the scholarly register. • Summarising the thesis' contents and results in an adequate and precise manner. <p>Competencies in:</p> <ul style="list-style-type: none"> • Demonstrating originality and independence in relation to thematic cluster, problem, method, collection of data, analysis, and theoretical perspective • Putting the results of the thesis into critical perspective, e.g.in relation to previous research in the field and/or a specific field of application. • Independently taking responsibility for own professional development and specialisation. • presenting complex subject matter and academic problems in a clear and precise manner at the oral defense. • engaging in academic dialogue on the thesis and its academic qualities.
<p>Teaching and working methods</p>	<p>Supervision.</p>

Exam provisions	<p>Form of exam: Take-home assignment and oral defense, optional subject.</p> <p>Scope: Take-home assignment: 50-60 standard pages. Summary: ½-1 standard page. Oral defense: 45 minutes, including grading.</p> <p>Assesment: The 7-point grading scale. The take-home assignment weighs 2/3 and the oral defense weighs 1/3. The summary is included in the assessment. A single assessment is given on the basis based of the take-home assignment and the oral defense, both of which must be assessed as passed for the exam to be passed.</p> <p>Grading: External.</p> <p>Regulations for group exams: The exam can be taken individually or as a group (max 3 students) with individual assessment. If several students work together on a thesis, their individual contributions must constitute distinct units that can be identified and assessed separately. The joint part must not exceed 50% of the total.</p> <p>Take-home assignments for group exams are: 75-90 standard pages (2 students) or 100-120 standard pages (3 students).</p> <p>Length of the oral defense for groups: 70 minutes including assessment (2 students) or 90 minutes including assessment (3 students).</p> <p>Exam language(s): English or Danish. Summary: If the thesis is written in Danish, the summary must written be in English. .</p> <p>Materials permitted: All.</p>
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Part 6. Credit and transitional provisions

Section 15. Credit

Credit can be given for course elements that have previously been passed on the master's programme in Applied Cultural Analysis in line with the table below.

(2) Students wishing to apply for credit for course elements that have previously been passed on the master's programme in Applied Cultural Analysis that are not in this list must contact the study board for an individual decision.

(3) Credit for other course elements is granted in accordance with the rules and regulations in section 19 of the shared curriculum for study programmes at the Faculty of Humanities.

2014 curriculum	ECTS	2019 curriculum	ECTS
Introduction to Cultural Analysis (HANK03321E)	7.5	Introduction to Cultural Analysis (HANK03411E)	7.5
Theoretical Perspectives in Cultural Analysis (HANK03331E)	7.5	Theoretical Perspectives in Cultural Analysis (HANK03421E)	7.5
Strategies for Composing Cultural Analysis (HANK03341E)	15	Strategies for Composing Cultural Analysis (HANK03431E)	15
Methodologies for Cultural Analysis (HANK03351E)	15	Methodologies for Cultural Analysis (HANK03441E)	15
Fieldwork and Project Management (HANK03361E)	15	Fieldwork and Project Management (HANK03451E)	15

Section 16. Commencement and interim provisions

Once this curriculum enters into force, it will only be possible to take exams under the old curriculum in line with the study board's closure plan. The closure plan is available on Study Information on KUnet under Planning your studies → Curriculum and rules.

Part 7. Exemptions, date of commencement and approval

Section 17. Exemptions

Under special circumstances, the study board may grant exemptions from rules contained in the curriculum that have been set by the study board.

Section 18. Commencement

This curriculum enters into force on 1 September 2019, and applies to students who enrol in the master's programme in Applied Cultural Analysis on 1 September 2019 or later.

Section 19. Approval

This curriculum was approved by the study board of the Saxo-Institute on 24 August 2018.

The curriculum was approved by the Dean of the Faculty of Humanities on 13 December 2018.

The curriculum was adjusted by the Faculty of Humanities on 3 July 2020.

The curriculum was adjusted by the Faculty of Humanities on 4 February 2021 and 27 August 2021.

The Curriculum was corrected by the Faculty of Humanities on 16 December 2021.

The revised curriculum was approved by the study board of the Saxo-institute on 20 May 2022.

The revised curriculum was approved by the Dean of the faculty of Humanities on 7 June 2022.

The curriculum was corrected by the Faculty of Humanities on 14 December 2022.

The curriculum was corrected by the Faculty of Humanities on 26 February 2024.

The curriculum was adjusted by the Faculty of Humanities on 6 December 2024.