

# Postgraduate Certificate

## Social and Cultural Anthropology





## Postgraduate Certificate Social and Cultural Anthropology

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/social-cultural-anthropology](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/social-cultural-anthropology)

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# 01 Welcome

Culture moves the world and explains most sociological behavior. With a detailed study of social anthropology, human and cultural behavior can be better analyzed in order to determine certain patterns and to be able to adapt business strategies to them. For this reason, TECH has prepared this complete program, helping the student to understand contemporary cultural and social forms, avoiding ethnocentrism and discrimination. This is a unique opportunity to specialize in a field of work in which professionals need current and proven knowledge to continue advancing in their careers.



Postgraduate Certificate in Social and Cultural Anthropology.  
TECH Technological University



“

*With an approach oriented to the acquisition of real skills, this Postgraduate Certificate will boost your assimilation of knowledge and its practical application”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

The objective of this program is to provide its students with the best possible knowledge to become distinguished professionals in the field of social and cultural anthropology. Therefore, it is a program with a high-quality path through the most current contents regarding the educational and cultural policies applicable at the present time.





“

*A process of acquiring high-quality theoretical and practical knowledge that will allow you to take a step forward in your capacity as a teaching professional"*

The professionals' goals are TECH's goals.

TECH works together with its students to help them achieve their goals.

The Postgraduate Certificate in Social and Cultural Anthropology will enable the student to:

01

Know the theories and foundations of social and cultural anthropology and its methodologies

02

Identify, develop and understand the key concepts of the theories of culture to reach a better understanding of the person as a social and cultural being

03

Understand how anthropology makes an important contribution to understanding different contemporary cultural and social forms while avoiding ethnocentrism and discrimination







04

Acquire knowledge to understand the contemporary territorial, socioeconomic, political and cultural reality

05

Understand human behavior based on the differential elements of existing cultures

06

Acquire the anthropological knowledge bases necessary to understand the evolution of education

05

# Structure and Content

Developed by professionals of proven competence in this field, the contents of the Postgraduate Certificate have been created based on a high-quality criterion in each of the learning moments. For this purpose, we have selected the most relevant and comprehensive topics currently in social and cultural anthropology. More and more professionals wish to specialize in this field through high-quality programs such as the one offered by TECH, which is an excellent professional springboard to fulfill your most ambitious expectations.



“

*All the aspects that the education professional involved in the managerial field needs to master, compiled and structured in a high-quality program”*

## Syllabus

The Postgraduate Certificate in Social and Cultural Anthropology at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of educational management. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 150 hours of study, students will analyze a multitude of practical cases through individual work, which will allow them to acquire the necessary skills to successfully carry out their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of the company and is designed for managers to understand environmental management from a strategic, international and innovative perspective.

A plan designed especially for students, focused on their professional improvement that prepares them to achieve excellence in the field of education policies. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

It is a program which is carried out in six weeks and is divided into one module:

### Module 1

### Social and Cultural Anthropology



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Social and Cultural Anthropology completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Social and Cultural Anthropology**

**1.1. Objective and Method of Educational Anthropology**

- 1.1.1. Definition of Anthropology
- 1.1.2. Adaptation, Variation and Change
- 1.1.3. General Anthropology
- 1.1.4. Subdisciplines of Anthropology
- 1.1.5. Applied Anthropology

**1.2. Field Work**

- 1.2.1. Ethnography
- 1.2.2. Ethnographic Techniques
- 1.2.3. Research Design
- 1.2.4. Ethical Codes
- 1.2.5. The Survey

**1.3. Culture**

- 1.3.1. Conceptual Delimitation
- 1.3.2. Ethnocentrism, Cultural Relativism and Human Rights
- 1.3.3. Universality, Generality and Particularity
- 1.3.4. Mechanisms of Cultural Change
- 1.3.5. Globalization

**1.4. Ethnicity**

- 1.4.1. Ethnic Groups and Ethnicity
- 1.4.2. Ethnic Groups, Nations and Nationalities
- 1.4.3. Peaceful Coexistence
- 1.4.4. Roots of Ethnic Conflict

**1.5. Ways of Life**

- 1.5.1. Adaptation Strategies
- 1.5.2. Foraging
- 1.5.3. Cultivation
- 1.5.4. Grazing
- 1.5.5. Production Modes
- 1.5.6. Distribution and Exchange

**1.6. Families, Kinship and Affiliation**

- 1.6.1. Families
- 1.6.2. Affiliation
- 1.6.3. Calculation of Kinship
- 1.6.4. Terminology of Kinship

**1.7. Marriage**

- 1.7.1. Same-Sex Marriage
- 1.7.2. Incest and Exogamy
- 1.7.3. Explanations of the Incest taboo
- 1.7.4. Endogamy
- 1.7.5. Marriage as an Alliance between Groups
- 1.7.6. Divorce
- 1.7.7. Multiple Marriages

**1.8. Political Systems**

- 1.8.1. Gangs and Tribes
- 1.8.2. Chiefs
- 1.8.3. Status
- 1.8.4. The Origin of Status

**1.9. Gender**

- 1.9.1. Definition of Gender
- 1.9.2. Gender among Foragers
- 1.9.3. Sexualities and Gender
- 1.9.4. Gender among Farmers
- 1.9.5. Patriarchy and Violence
- 1.9.6. Feminization of Poverty

**1.10. Applied Anthropology**

- 1.10.1. Usefulness of Anthropology
- 1.10.2. Academic Anthropology
- 1.10.3. Anthropology and Education
- 1.10.4. Urban Anthropology
- 1.10.5. Medical Anthropology





“

*Take a leap towards the highest quality and position yourself as a highly skilled professional in the job market"*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.



## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The students of the Postgraduate Certificate in Social and Cultural Anthropology are professionals who are looking for a better job, but who are also committed to improving the education sector, with ideas and drive to transform the sector. In this way, these are students who understand the importance of continuing with their studies throughout their working lives, with the main objective of being able to continue in the front line of their careers, adapting smoothly to changes in society.







“

*Enroll today in this Postgraduate Certificate and start marking your professional future as a renowned expert in social and cultural anthropology”*

### Average Age

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Between **35** and **45** years old

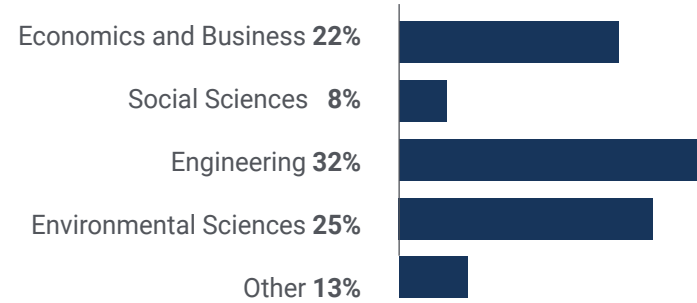
### Years of Experience

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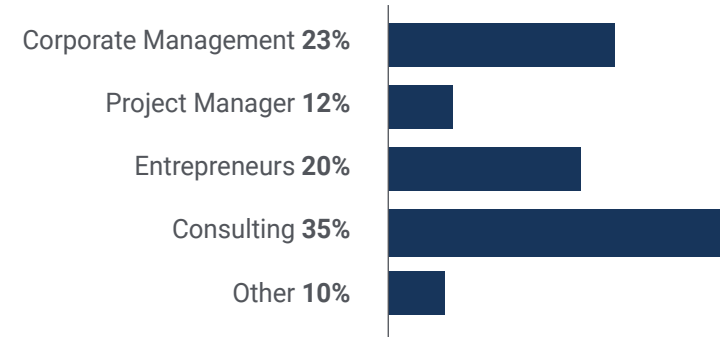
### Training

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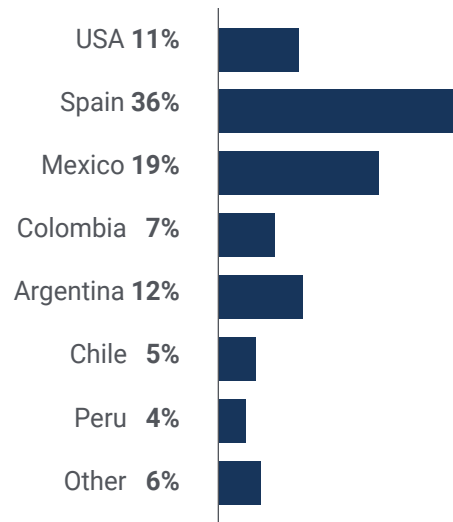
### Academic Profile

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## Geographical Distribution

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## Pablo Oswaldo López

Secondary Education Specialist

*"It has always seemed to me that there is much to promote and improve in the education sector. This Postgraduate Certificate is the most efficient way for me to approach a field of work in which I have a lot to contribute. It has certainly been a unique experience thanks to the teachers, renowned experts in the sector, and the high-quality content"*

08

# Impact on Your Career

As this is a program that requires a special economic, professional and personal effort on the part of its students, TECH makes sure that the impact is the greatest possible on their careers. To this end, we have the highest-level professionals in the field of social anthropology, who have also used the most innovative educational techniques to develop all the teaching material to which the student has access.





“

*You will obtain your Postgraduate Certificate in Social and Cultural Anthropology without having to do a final project"*

## Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in Social and Cultural Anthropology at TECH Technological University is an intensive and highly valuable program aimed at improving students' professional skills in an area of extensive competition. Undoubtedly, it is a unique opportunity to improve professionally, but also personally, as it involves effort and dedication.

Those who wish to improve themselves, achieve a positive change at a professional level and interact with the best will find their place at TECH.

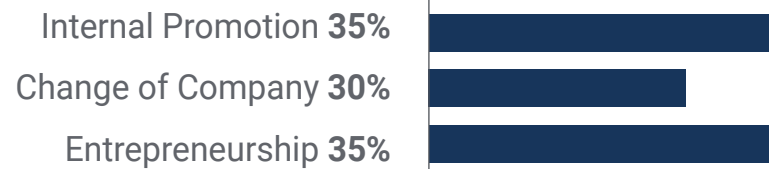
*TECH offers you the opportunity to be better in your work environment with this innovative program.*

*A program of great educational value to improve your qualifications.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students





09

# Benefits for Your Company

TECH's Postgraduate Certificate in Social and Cultural Anthropology is a high-quality program aimed at improving the competitiveness of business professionals to give a boost to the educational system, in general, and educational institutions, in particular, in a way that achieves the highest quality. This quality will translate into better care, greater adaptation to social reality and an educational system that is typical of an inclusive, open and modern society.







“

*You will be part of the change in the educational system, being a key player in your organizations in social and cultural matters"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The manager can work on a real project or develop new projects.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization.

# 10 Certificate

The Postgraduate Certificate in Social and Cultural Anthropology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Social and Cultural Anthropology** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Social and Cultural Anthropology**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.





## Postgraduate Certificate Social and Cultural Anthropology

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- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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## Social and Cultural Anthropology

