WHAT CAN I DO WITH A DEGREE IN ANTHROPOLOGY?

A bachelor's degree in anthropology is valuable preparation for a career in law, medicine, education, business, government, museums, and various areas of non-profit, public, and international service, including public policy and cultural resource management.

For example, anthropological knowledge and skills can be applied to such diverse settings as:

- market research
- regional planning
- product design
- legal advocacy
- government research
- health organizations
- news and entertainment media

Majors in anthropology develop critical skills in thought, written and oral expression, and the application of knowledge. In an increasingly globalized world in which interaction with people of diverse cultures is becoming the norm, developing a cross-cultural understanding about the complexities of human societies past and present is what makes anthropology an ideal education for the 21st century.

"Not only are the anthropology professors engaging, they also make sure we get to practice what we learn."

LUANNIE COLINA, 21
Anthropology Minor, Livingston, CA

CONTACT INFORMATION

ANTHROPOLOGY PROGRAM at UC MERCED
School of Social Sciences, Humanities & Arts

Telephone: (209) 228-7742
E-mail: anth@ucmerced.edu
Web site: anth.ucmerced.edu

Physical location
The Classroom Building, Room 239
5200 N. Lake Rd.
Merced, CA 95343

ABOUT UC MERCED

UC Merced opened September 5, 2005 as the 10th campus in the University of California system and the first American research university of the 21st century. The campus significantly expands access to the UC system for students throughout the state, with a special mission to increase college-going rates among students in the San Joaquin Valley. It also serves as a major base of advanced research and as a stimulus to economic growth and diversification throughout the region. Situated near Yosemite National Park, the university is expected to grow rapidly, topping out at approximately 25,000 students within 30 years.

Cover photo of dancer:
Tamejavi Festival 2007, Jose Palma

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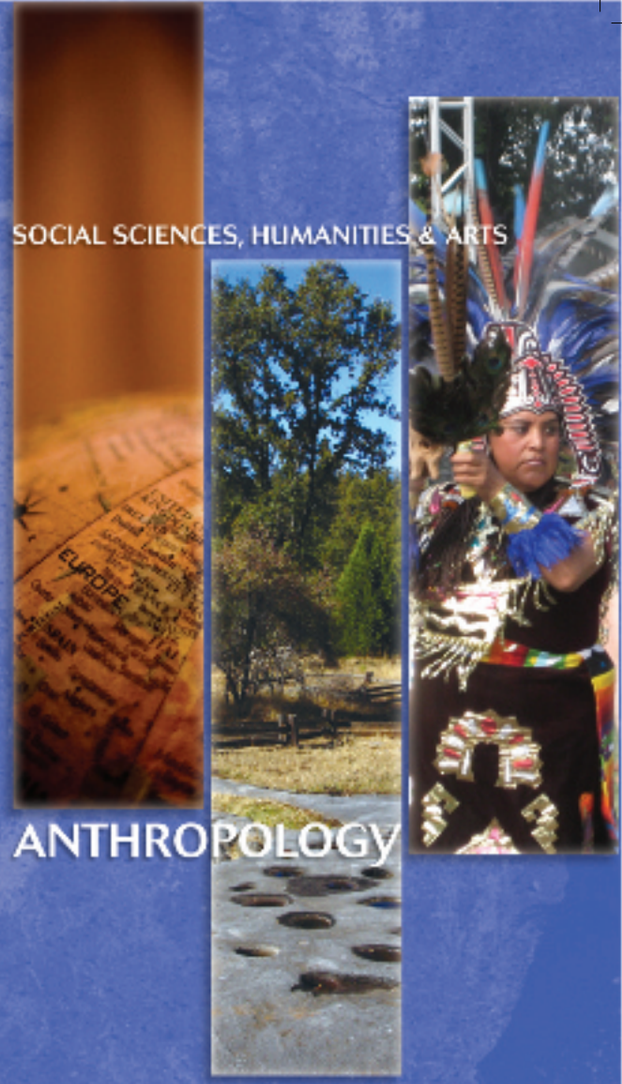

"Anthropology demands the open-mindedness with which one must look and listen, record in astonishment and wonder that which one would not have been able to guess."

MARGARET MEAD
Anthropologist

WHAT IS ANTHROPOLOGY?

Anthropology explores the diversity of humankind and the human experience in both the past and the present, at home and abroad. Culture and society are studied through the lens of space, time and material culture; through peoples' shared symbols, ideas, traditions and practices; through social structure, social relations and power dynamics; and through the interactions of biology, culture and environment.

Given the broad scope of the discipline, specialists usually emphasize work in one of three sub-fields:

- **Socio-cultural anthropology**, which considers social institutions, practices and meaning in contemporary societies
- **Anthropological archaeology**, which emphasizes the dynamics of cultural change in the long term through study of material culture
- **Biological anthropology**, which considers the biological foundations of human diversity and behavior

THE ANTHROPOLOGY PROGRAM AT UC MERCED

The undergraduate major and minor in Anthropology emphasize how topics and issues central to the human experience – such as migration, gender, power, health, kinship, race and identity – are examined and understood through diverse anthropological methodologies. In upper division courses, students explore particular socio-cultural, archaeological and biological perspectives on such issues in greater depth, and these courses may incorporate service learning and internships that provide students with the opportunity to put their skills and knowledge into action.

MAJOR REQUIREMENTS

Lower Division Major Requirements:

- Introduction to Socio-cultural Anthropology
- Introduction to Anthropological Archaeology
- Introduction to Biological Anthropology
- One lower division quantitative methods course

Upper Division Major Requirements:

- History of Anthropological Thought & Practice
- One upper division field methods course
- One upper division laboratory or archival methods course
- One upper division course from each of three sub-fields
- At least three additional upper division courses *(any sub-field)*
- At least one interdisciplinary thematic articulation course

FAMOUS...AND ANTHROPOLOGY MAJORS

In addition to numerous practicing socio-cultural, archaeological and biological anthropologists, many successful public figures have put their anthropology degree to good use in other ways, such as:

MICHAEL CRICHTON
Author, Jurassic Park; producer ER

JOMO KENYATTA
First President of Kenya

Jomo Kenyatta

AMY GOODMAN
Journalist

KATHERINE DUNHAM
Dancer, choreographer

Amy Goodman

STEVE RIGGIO
CEO, Barnes & Noble

JANE CAMPION
Director, The Piano

Katherine Dunham

A. PETER BURLEIGH
Former United States Ambassador to the United Nations

WHAT IS COGNITIVE SCIENCE?

COGNITIVE SCIENTISTS STUDY HOW BRAINS AND MACHINES THINK, ACT AND INTERACT.

They work in universities, high-tech companies, medical research facilities and many other challenging and exciting settings.

Cognitive science combines theories and methods from psychology, neurosicence, linguistics, computer science and philosophy.

"At UC Merced, the cognitive science program is an innovative blend of human thought, behavior and technology. It trains students for jobs in a variety of settings, including high-tech companies, and it's an excellent choice for students who plan to do graduate work in areas such as neuroscience, psychology or human-computer interaction. Cognitive science is one of our signature programs."

HANS BJÖRNSSON
Interim Dean of the School of Social Sciences, Humanities & Arts

CONTACT INFORMATION

COGNITIVE SCIENCE PROGRAM AT UC MERCED,
School of Social Sciences, Humanities and Arts

Tel: (209) 724-4335

E-mail: ssha@ucmerced.edu

Physical Location:
The Classroom Building, Room 239
5200 N. Lake Road, Merced, CA 95348

Web site: http://cogsci.ucmerced.edu
http://ssha.ucmerced.edu

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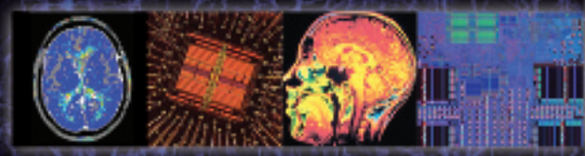
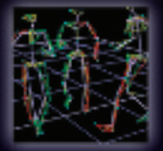
COGNITIVE SCIENCE



Social Sciences, Humanities & Arts

"New knowledge gives us power for change."



HERB SIMON,
Cognitive Scientist & Nobel Laureate

COGNITIVE SCIENCE AT UC MERCED

OUR FACULTY

EVAN HEIT
categorization, reasoning, memory, computational modeling

MARCELO KALLMANN
computer animation, agents, robotics, artificial intelligence

TEENIE MATLOCK
psycholinguistics, spatial cognition, imagery, gesture

SHAWN NEWSAM
computer vision, pattern recognition, machine learning

DAVID NOELLE
computational cognitive neuroscience, cognitive control, memory

MICHAEL SPIVEY *(coming in 2008)*
vision/language interaction, sentence processing, eye movements

JEFFREY YOSHIMI
philosophy of mind, phenomenology, neural networks

Affiliated faculty:
Stefano Carpin, *Engineering*
Michelle Chouinard, *Psychology*
Yarrow Dunham, *Psychology*
William Shadish, *Psychology*
J. Arthur Woodward, *Emeritus*

Reasoning

Computational Neuroscience

Perception and Action

Philosophy of Mind

Cognitive Engineering

Language

http://cogsci.ucmerced.edu
http://ssha.ucmerced.edu

OUR COGS COURSES

- INTRODUCTION TO COGNITIVE SCIENCE
- INTRODUCTION TO LANGUAGE & LINGUISTICS
- MIND, BRAIN, & COMPUTATION
- INTRODUCTION TO COGNITIVE MODELING
- INTRODUCTION TO NEURAL NETWORKS
- RESEARCH METHODS FOR COGNITIVE SCIENTISTS
- PHILOSOPHY OF COGNITIVE SCIENCE
- COGNITIVE PSYCHOLOGY
- ARTIFICIAL INTELLIGENCE
- COGNITIVE ENGINEERING
- COGNITIVE NEUROSCIENCE
- PERCEPTION
- COGSCI APPLICATIONS IN MANAGEMENT
- LANGUAGE, COGNITION, & INTERACTION
- JUDGMENT & DECISION MAKING
- LANGUAGE ACQUISITION
- SPATIAL COGNITION
- TOPICS IN COGNITIVE SCIENCE
- FIELDWORK IN COGNITIVE SCIENCE

Degrees offered: bachelor of arts, bachelor of science, master of arts and Ph.D.

EVENTS & ACTIVITIES

- **Mind, Technology & Society** Speaker Series
- **The Future of Cognitive Science Conference**, in 2008
- **Cognitive Science Student Society**
- **Cognitive Animation Workshop in 2008**

SAMPLE COURSES

INTRODUCTION TO ECONOMICS *(4 units)*
Introduction to economics principles and methods, including microeconomics (operation of the economy at the individual and firm level) and macroeconomics (nature and functions of the national economy in a global context).

AMERICAN ECONOMIC HISTORY *(4 units)*
A survey of trends in the American economy; emphasis on factors explaining economic growth and on the changing distribution of the gains and losses associated with growth.

ECONOMICS OF INDUSTRIAL ORGANIZATION *(4 units)*
The organization and structure of industrial production in the United States economy including competitive strategy and antitrust issues.

HEALTH ECONOMICS *(4 units)*
An economic analysis of policies and institutions in the U.S. health care sector: supply and demand for health services, conceptual and policy issues relating to health insurance, and economic analysis of efficient regulatory policies toward the health care sector.

LABOR ECONOMICS *(4 units)*
Analysis of the economic forces that shape labor markets, institutions and performance in the United States and other countries.

LAW AND ECONOMICS *(4 units)*
Economic analysis of legal rules and institutions, including property, contract and tort law. Also, issues surrounding crime and punishment.

FINANCIAL ECONOMICS *(4 units)*
The course explores the valuation of assets including stocks, bonds, options and futures contracts using modern financial theoretical models.

ECONOMETRICS *(4 units)*
Examination of the use of linear regression techniques for analyzing economic data and evaluating economic models. Topics may include properties of estimators, hypothesis testing, serial correlation and heteroscedasticity, and simultaneous equations. Applications to topics in economics are stressed.

CONTACT INFORMATION

ECONOMICS PROGRAM at UC MERCED
School of Social Sciences, Humanities & Arts
Tel: (209) 228-7742
E-mail: ssha@ucmerced.edu

Physical Location:
The Classroom Building, Room 239
5200 N. Lake Road, Merced, CA 95348

Web site: http://econmgmt.ucmerced.edu

ABOUT UC MERCED

UC Merced opened September 5, 2005 as the 10th campus in the University of California system and the first American research university of the 21st century. The campus significantly expands access to the UC system for students throughout the state, with a special mission to increase college-going rates among students in the San Joaquin Valley. It also serves as a major base of advanced research and as a stimulus to economic growth and diversification throughout the region. Situated near Yosemite National Park, the university is expected to grow rapidly, topping out at approximately 25,000 students within 30 years.

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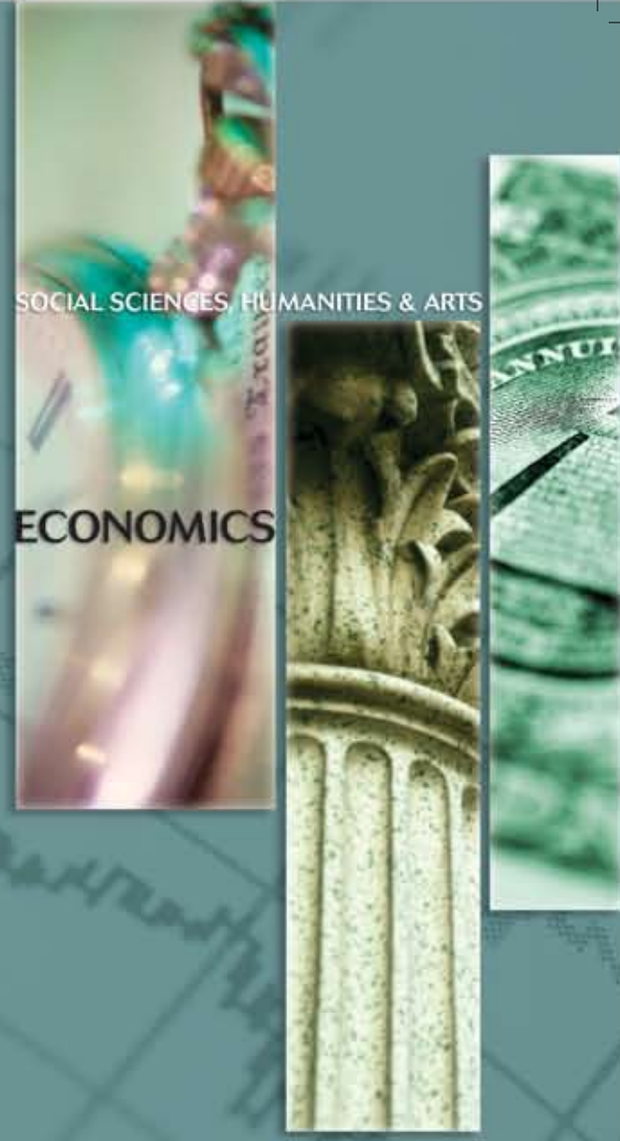

"Majoring in economics opens numerous doors to successful career paths or advanced graduate study. An economics major will provide you with the analytical and quantitative skills needed to excel in a variety of different settings."

SHAWN KANTOR
founding faculty
economics professor

CAREERS IN ECONOMICS

Studying economics provides excellent preparation for many careers in business, law, management consulting, education, or public service. Businesses of all types and sizes, financial institutions, consulting firms, government agencies, non-governmental organizations, as well as graduate economics programs, business schools and law schools actively seek graduates with bachelor's degrees in economics.

The salaries that economics graduates earn, not only at the beginning of their careers, but also throughout their lifetimes, illustrate the value of an economics degree.

STARTING SALARIES

College Major	Average Starting Salary 2005-06
Accounting	$45,723
Economics/Finance	$45,191
Civil Engineering	$44,999
Business Administration/ Management	$39,850
Marketing/Marketing Management	$36,260

(source: National Association of Colleges and Employers)

"I chose to study at UC Merced because it offered class sizes and professor-student ratios unheard of at even the best private schools. My professors have pushed me to strive for the best in myself."

NOLAN NOBLE
UC Merced senior
from Fullerton, California

ECONOMICS: A WAY OF THINKING

Perhaps the most important benefit of studying economics is learning how to "think like an economist." Economists study how scarce resources are allocated so that individual and societal goals and objectives are best satisfied. Whether the resource that is being allocated is income, time, or a precious commodity, there is always some tradeoff involved associated with allocating the resource for one use and not another.

The most important thing you'll learn from studying economics is how to identify and understand the essential elements of this tradeoff problem that we confront whenever scarce resources are allocated. Individuals, businesses, and governments face these tradeoffs in countless ways every day. A degree in economics will provide you with the analytical and quantitative skills needed to solve the challenges of allocating scarce resources.

"I chose UC Merced because I wanted to be a part of something revolutionary that would offer me a variety of opportunities in my chosen field. The economics major is unique because it allows a lot of room for studying its various branches."

PATRICIA JEAN "PJ" SOLOMON
UC Merced sophomore
from Tujunga, California

APPLICATIONS

New ways of applying "the economic way of thinking" are constantly being devised to solve problems in a variety of different settings, such as:

- Making informed personal or business decisions that lead to the greatest monetary returns;
- Understanding the strategies that competitors might use and how to respond optimally;
- Explaining human behavior, whether it relates to work, finance, or personal decision-making;
- Providing insights into a range of public policy issues, including regulation, unemployment, interest rates, inflation, international trade, or social policy.

For just about any decision that people, businesses, or governments need to make, economic analysis can highlight the benefits and costs of taking different actions. Understanding these tradeoffs is the first step in making a decision that will lead to the best possible outcome.

What you will learn

- The first two years at UC Merced cover the basics of management and economics, including accounting and finance.
- The emphasis is on team work, and you will collaborate with other students on analyzing real business cases and developing business plans.
- As general electives, you also are encouraged to take courses in engineering, computer sciences or natural sciences, which will give you the basic understanding needed to manage professions in those fields.
- Because most management courses are upper division, your junior and senior years will be filled with more management-specific courses, like organizational behavior, corporate finance, human resource economics, marketing and strategic management.

University of California, Merced
Management Program
P.O. Box 2039
Merced, CA 95344

Sample Student Program:

FRESHMAN:

- **General education**
  20 units, including economics and calculus
- **Introduction to Management**
  4 units
- **Computing and Information Systems**
  4 units
- **Electives**
  6 units

SOPHOMORE:

- **General education**
  20 units, including statistics
- **Industrial and Organizational Psychology**
  4 units
- **Introduction to Finance and Accounting**
  4 units
- **Electives**
  4 units

JUNIOR:

- **Analysis of Economic Data** – 4 units
- **Economics of Industrial Organization**
  4 units
- **Financial Accounting** – 4 units
- **Management Accounting** – 4 units
- **Econometrics –** 4 units
- **Electives** – 10 units

SENIOR:

- **Organizational Behavior** – 4 units
- **Corporate Finance** – 4 units
- **Strategy for Management** – 4 units
- **Marketing** – 4 units
- **Industrial Relations and Human Resource Economics** – 4 units
- **Business Law** – 4 units

All students, from freshmen to transfers, are welcome to be part of the management program at UC Merced.

For more information on the **MANAGEMENT PROGRAM AT UC MERCED,** *contact the* **SCHOOL OF SOCIAL SCIENCES, HUMANITIES AND ARTS** *at* **(209) 724-4335, SSHA@UCMERCED.EDU** *or in* **THE CLASSROOM BUILDING, ROOM 239**, *on campus,* **5200 N. LAKE ROAD, MERCED, CA 95348**

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www.ucmerced.edu

10 / 2006

"WE HAVE GREAT MANAGEMENT FACULTY, WHO ARE VERY DEDICATED TO STUDENTS' SUCCESS. I SPEAK WITH MY PROFESSORS AS OFTEN AS I CAN BECAUSE I VALUE THEIR ADVICE AND KNOWLEDGE."

Zain Memon

19, sophomore management student from Davis, Calif., who serves as strategic director of the Business Society at UC Merced and as an advisor to the student body president.

UNIVERSITY OF CALIFORNIA

MERCED

MANAGEMENT Program

"OPPORTUNITIES MULTIPLY AS THEY ARE SEIZED."

Sun Tzu

Chinese general, writer, philosopher, circa 500 B.C.

Become a leader with a management degree from UC Merced!

YOU CAN:

- Be an entrepreneur
- Work with major corporations
- Make a difference in the health-care industry or through nonprofit organizations
- Build a career in international business, finance, sales, marketing, real estate or many other exciting fields
- Learn management skills that apply to any career you choose

▶ **UC Merced management graduates** are uniquely qualified because of our interdisciplinary approach to education, our emphasis on entrepreneurship and our ability to offer a unique educational setting.

▶ **Our class sizes encourage plenty of one-on-one** interaction with instructors, and you'll have many opportunities to participate in research projects.

▶ **With a management degree from UC Merced**, you will be prepared to handle the changing demands of the global business world and apply your management skills to the real-world needs of your employer.

The qualities that make students successful at UC Merced are the same ones that make them great managers:

- An adventurous spirit
- A vision for the future
- A passion for finding solutions
- A commitment to excellence

The Management Program at UC Merced

The program is based on

- A foundation in management theory and analysis
- An entrepreneurial focus
- An interdisciplinary approach

"UC Merced's management program enjoys the backing of business leaders around the state, including the Ernest and Julio Gallo family, whose support continues to enhance, energize and expand learning for the next generation of leadership. These leaders make it possible for us to offer an innovative program featuring hands-on, integrated lessons, stellar faculty, connections with mentors, business chiefs and advisors, and opportunities to work on real-time venture projects."

Hans Björnsson
Interim Dean, School of Social Sciences, Humanities and Arts

Managers have to be team players who can craft innovative solutions. Our interdisciplinary approach to learning ensures well-rounded management graduates who:

- Are self-motivated, resourceful leaders;
- Analyze complex problems using data and cutting-edge theory;
- Work well in teams and communicate effectively;
- Understand the culture and ethics of the business environment;
- Employ an array of tools learned in economics, finance, cognitive science and mathematics;
- Apply historical and cultural perspectives creatively to a wide spectrum of management activities.

Financial Aid and Scholarships

A number of scholarships are available for UC Merced students majoring in management.

The Bank of America Foundation established the Bank of America Distinguished Scholars Program to help Valley students major in management at UC Merced.

The company's $1 million gift includes scholarship money for high-achieving students from the San Joaquin Valley who are the first in their families to go to college.

The gift also funds a summer bridge program to help management students better prepare for college success.

In addition, the gift helps pay for recruitment and outreach to future UC Merced students.

However, UC Merced's goal is to make college affordable for all students. With financial aid programs, educational costs are within your reach.

You must apply for financial aid between Jan. 1 and March 2. If you're applying for financial aid from UC Merced, the federal government and/or the State of California, you must complete the Free Application for Federal Student Aid (FAFSA). All students, regardless of income, are encouraged to apply for financial aid and scholarships. **Learn more by visiting http://financialaid.ucmerced.edu.**

Cost: Fees and expenses are subject to change, but visit the University of California Web site, www.universityofcalifornia.edu/students/welcome.html, for fee information. UC Merced has on-campus housing for freshmen, and can provide you and your family with information about those arrangements. There are off-campus options in Merced, and you can get information at och.ucmerced.edu.

How to apply: Complete and submit an online application. UC Merced advisors are available to help. For details, visit www.universityofcalifornia.edu/apply

Who to contact:
For current UC Merced admission information, visit us on the Web at http://admissions.ucmerced.edu, e-mail us at admissions@ucmerced.edu or call (209) 228-4682 or (866) 270-7301 (toll-free in California).

Management Program

"Directing and developing organizations like the Business Society is akin to starting and managing a business. I'm applying the skills I learn in the classroom, while I get practical experience. I'm here to make a big difference."

Arthur Huynh
19, sophomore management student from Fremont, Calif.

"The management program encompasses many different disciplines, so students receive a diverse education. That makes us well-rounded as people and as managers."

Kamilia Dews
18, freshman management student from San Francisco, Calif.

WHAT IS POLITICAL SCIENCE?

- Are you interested in American politics? Elections? Civil liberties? International relations? Conflict and war? Political systems in other countries? Democraticization? Political science is the social scientific study of these questions and many others. Do some of these topics interest you? If so, majoring in political science might be ideal for you.

"UC Merced is an ideal place to major in political science. Students get a well-rounded curriculum in U.S. politics, comparative politics and international relations in a truly interdisciplinary setting. Majoring in political science gives students the skills necessary for a wide variety of careers."

STEPHEN NICHOLSON
UC Merced
political science professor

"UC Merced is the personal University of California campus. Here, you can collaborate with world-class scholars and some of the state's most talented students, and you are challenged to think deeper than you ever thought possible."

RODNEY NICKENS, 19
UC Merced sophomore
from Portsmouth, Virginia

CONTACT INFORMATION

- **POLITICAL SCIENCE PROGRAM**
  at UC MERCED,
  School of Social Sciences, Humanities & Arts
  Tel: (209) 228-7742
  E-mail: thansford@ucmerced.edu

  Physical Location:
  The Classroom Building, Room 239
  5200 N. Lake Road, Merced, CA 95348

  Web site: http://ssha.ucmerced.edu

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SOCIAL SCIENCES, HUMANITIES & ARTS

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"Government is too big and too important to be left to the politicians."

CHESTER BOWLES
American statesman and diplomat.
Governor of Connecticut 1949 - 1951.

MAJOR IN POLITICAL SCIENCE AT UC MERCED!

Political science is an outstanding major for building skills valued by employers. In earning a political science degree, you will learn to think analytically, conduct systematic research and communicate effectively. Regardless of your chosen career path, political science will provide you with a solid foundation for civic awareness and leadership.

With a political science degree you can build a career in:

- Foreign service
- Public administration, nonprofit work
- Journalism
- Grassroots political organizations
- Political advocacy and lobbying
- Law
- Education
- Corporate governmental affairs
- Business
- Campaign management
- Research analysis
- And many others

"One of the exciting features of UC Merced's political science major is that it focuses on training students to think analytically about political institutions and political behavior. This training involves developing both the ability to generate theoretical arguments about regularities in politics and the skills to test these arguments with data."

THOMAS HANSFORD
UC Merced
political science professor

THE POLITICAL SCIENCE PROGRAM AT UC MERCED

Political science at UC Merced offers three major fields of study:

- American politics
- Comparative politics
- International relations

Political science at UC Merced emphasizes:

- Political institutions (e.g. legislatures, electoral systems)
- Political behavior (e.g. public opinion, elections)
- Systematic understanding (e.g. empirical methods)
- Interdisciplinary approaches (e.g. economic, cognitive)

Our interdisciplinary approach to learning provides students with a unique program emphasizing innovative ways to understand politics.

"I've had the opportunity to work with local campaigns and meet UC Merced's executive director of governmental relations. UC Merced's political science program is great because it allows you to interact with the local government and help the community by giving you opportunities to be an intern or volunteer!"

HOLLY HOLT, 19
UC Merced freshman
from Atwater, California