



## GRADUATE SCHOOL

### **GM1112 Creating, developing and dissolving business relationships, 7.5 higher education credits**

Att skapa, utveckla och avveckla affärsrelationer, 7,5 högskolepoäng

*Second Cycle*

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#### **Confirmation**

This course syllabus was confirmed by School of Business, Economics and Law on 2013-11-18 and was last revised on 2017-05-18 by Faculty Board of the School of Business, Economics and Law to be valid from 2017-08-01, autumn semester of 2017.

*Field of education:* Social Sciences 100%

*Department:* Graduate School

#### **Position in the educational system**

The course Creating, developing and dissolving business relationships, is a course within the the Master of Science programmes at Graduate School, School of Business, Economics and Law, University of Gothenburg.

#### *Main field of studies*

Marketing and Consumption

#### *Specialization*

A1N, Second cycle, has only first-cycle course/s as entry requirements

#### **Entry requirements**

To be eligible for the course Creating, developing and dissolving business relationships, the participant must fulfill the entrance qualifications for the Master of Science programme in Marketing and Consumption.

#### **Learning outcomes**

Upon completion of the course the student will be able to:

1. Account for theories and models of business relationship formation, development and dissolution in business-to-business marketing as well as sourcing contexts.

2. Demonstrate an understanding of the relation between business network and business relationship contexts.
3. Apply relevant theories relating to business relationships and networks to a firm and identify strategic options for that firm.
4. Effectively and efficiently present research results to an audience of peers.

### **Course content**

Business markets can be regarded as networks of interconnected business relationships. Therefore, the initiation, development and dissolution of relationships are central to the formation and evolution of business markets. The overall aim of this course is to expand students' understanding of business relationships in these processes and to provide students the tools needed to critically analyze business relationships and organizational interaction. By addressing topics such as the relationship life cycle, business network analysis, domino effects and business negotiations, the course will look at different types of business relationships, their key dimensions and the purposes they serve. The course takes a business-to-business marketing as well as sourcing/purchasing perspective.

### **Form of teaching**

The first half of the course comprises a number of interactive lectures based on key articles and mini cases. During the second half of the course, students will perform a group assignment resulting in a report and a class presentation.

*Language of instruction:* English

### **Assessment**

The learning outcomes will be assessed through an individual written examination, a group case report and an oral presentation.

Learning outcome	Assessment activity
1+2	Individual hand-ins and written home examination: 70%
3	Written report: 30%
4	Oral presentation: pass/fail

Collaboration on individual assessment activities (hand-ins and written home examination) is not permitted.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the

department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course was given.

The number of examinations is limited to five.

### **Grades**

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

To pass the course, 50% of course total is required as well as 50% of the maximum score on each assessment activity and a pass grade on the oral presentation. For Pass with Distinction on the course, at least 75% of the course points is required, as well as Pass with Distinction on the written exam.

### **Course evaluation**

The course will be evaluated upon completion.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course