



GRADUATE SCHOOL

GM0827 Managing Markets, 7.5 credits

Organisering av marknader, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by Faculty Board of the School of Business, Economics and Law on 2019-04-29 and was last revised on 2020-04-01 by Graduate School to be valid from 2020-04-01, autumn semester of 2020.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Managing Markets is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Management

Specialization

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

Entry requirements

To be eligible for the course Managing Markets the participant must fulfil the entrance qualifications for the Master of Science programme in Management. For programme specific entrance requirements, see programme syllabus.

Learning outcomes

On successful completion of the course the student will be able to:

1. Critically account for various theories on managing and organizing markets
2. Apply qualitative methods and discuss their usefulness for collecting data on markets

3. Analyze data on markets with adequate theories
4. Present collected data and discuss data analysis.

Course content

Markets are commonly understood as a place where buyers and sellers interact to trade goods and services. The past decades have, however, included a movement within market studies to focus attention to processes and practices through which markets are created and changed. This movement may be seen as a reaction to mainstream market theories (e.g. neoclassical economics) which do not address the everyday activities that are carried out and thus construct markets. Instead, it is suggested that we study what actions are carried out, take the complexities into account, and investigate the variety of settings in which markets and market activities are performed.

This course draws upon a constructivistic approach to markets and concerns how organizations, and groups of actors, manage and organize the markets they are part of. Such processes occur both on a field level and in day-to-day activities, including actors with different interests. These processes take into account the collective, interactive and material dimensions of markets, and thereby also the active role of actors in the ongoing process of constructing markets. The course aims at providing in depth knowledge on various theories regarding managing and organizing markets, as well as skills in qualitative methods for data collection and analysis of market activities.

The course includes a set of lectures and seminars concerning different perspectives and theories of markets. The course also consists of individual assignments where the students investigate a market of their own choice by collecting data and apply theories. The assignments are presented and discussed at seminars. One of the assignments is an individual written report. Writing the individual report provides an opportunity to study how sustainability issues (social, environmental and economic) play out in markets and how different interests may be managed due to cooperation, legislation or other means.

Form of teaching

Teaching activities: lectures, seminars, and discussions on individual work including data collection.

Language of instruction: English

Assessment

The learning outcomes are examined by means of one individual written exam, one individual written report as well as by presentations and discussions in seminars.

The individual written exam is assessed in relation to learning outcome 1. Individual take-home assignments and exams shall be written individually, cooperation in

formulating text, tables, figures etc. is not allowed.

The individual written report is assessed in relation to all learning outcomes, and graded Fail/Pass. The report shall be written individually. Individual take-home assignments and exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed. A failed report can be supplemented to a Pass grade. The student will fail the examination task if they do not submit supplementation within prescribed time.

The presentations and discussions of individual assignments at seminars are assessed in relation to learning outcome 4, and graded Fail/Pass. Participation in seminars is compulsory. Absence from these compulsory elements of the course can be substituted with alternative assignments. The students will fail the examination task if they do not submit supplementation within the prescribed time.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed. The same applies to work experience and VFU, although this is restricted to just one additional examination session.

The number of examinations is limited to five.

Grades

The grading scale comprises: Excellent (A), Very good (B), Good (C), Satisfactory (D), Sufficient (E) and Fail (F).

Pass is required on all learning outcomes and examination forms. The grade (A-E) corresponds to the total score a student obtains on the written exam. To receive a pass grade (A-E) $\geq 50\%$ points is required. The scale is tied to fixed score intervals:

A: 85-100%;

B: 75-84%;

C: 68-74%;

D: 60-67%;

E: 50-59%;

F: $<50\%$

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.