



## GRADUATE SCHOOL

### **GM0827 Managing Markets, 7.5 credits**

Organisering av marknader, 7,5 högskolepoäng

*Second Cycle*

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#### **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 2023-04-12 by Graduate School to be valid from 2023-08-28, autumn semester of 2023.

*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 and apply various theories on managing and organizing markets in relation to grand challenges
2. apply qualitative methods and discuss their usefulness for collecting data on

- markets in relation to grand challenges
3. analyze data on markets with adequate theories
  4. present collected data and discuss data analysis.

### **Course content**

This course draws upon a constructivistic approach to markets and focuses on how organizations, and groups of actors, manage and organize the markets they are part of when facing grand challenges. Grand challenges can be described as complex global problems that possibly can be addressed through coordinated and collaborative efforts, but the intertwining of technical and social elements make identifying solutions extremely challenging. Examples of such challenges include, but are not limited to, climate and demographic changes, sociopolitical uncertainties, poverty alleviation, global health improvement and digital transformations. The course aims at providing in depth knowledge on various theories regarding managing and organizing markets in relation to grand challenges, as well as skills in qualitative methods for data collection and analysis of market activities.

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 on a market and organizational level, take the complexities into account, and investigate the variety of settings in which markets and market activities are performed in relation to grand challenges. The focus on market creation and change in this movement is particularly relevant in relation to grand challenges that hold the potential to drastically alter existing market structures.

The course includes a set of lectures and seminars concerning different perspectives and theories of markets and market activities in relation to grand challenges. The course also consists of assignments where the students investigate markets and grand challenges 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 grand challenges 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 work including data collection.

*Language of instruction:* English

**Assessment**

Learning objective 1 is assessed through a written individual exam and written reports.

Learning outcome 2 and 3 are assessed through written reports.

Learning outcome 4 is assessed through written reports and by presentations and discussions in seminars.

A failed report can be supplemented to a Pass grade.

Participation in 80% of the number of seminars is required to get at least a pass grade on the course. If the course coordinator agrees that the reason for absence or non-submission of compulsory elements is valid, then the missing elements can be replaced with alternative assignments.

Individual take-home assignments and exams shall be written individually, cooperation in formulating text, tables, figures etc. is not allowed.

If a student who has twice received a failing grade for the same examination component wishes to change examiner ahead of the next examination session, such a request should be made to the department in writing and should be approved by the department unless there are special reasons to the contrary (Chapter 6 Section 22 of the Higher Education Ordinance).

If a student has received a recommendation from the University of Gothenburg for study support for students with disabilities, the examiner may, where it is compatible with the learning outcomes of the course and provided that no unreasonable resources are required, decide to allow the student to sit an adjusted exam or alternative form of assessment.

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, but no more than two years after the course has ceased/been changed.

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 examination forms. The grade (A-E) corresponds to the total score a student obtains on the written individual exam. The written reports and presentations and discussions in seminars are graded Pass/Fail. 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.