

MAC ELECTIVE COURSES SPRING 2024

Outline spring term 2024

Study period 1-2	Core: GM1120 Branding & Consumption (7,5 credits)
Study period 1-2	Core: GM1125 Advanced Qualitative Methods (7,5 credits)
Study period 3-4	Elective courses: 15 credits in total
	Do not choose more than two courses.

Important!

- **On Tuesday 28 November, you will receive a unique link** on your university email that takes you to the application form. The link in the email is personal so do not let anyone else submit their choices via your personal link. You can revise your elective choices until the deadline by re-submitting the form. If you are having problems or you have not received your personal link, you should contact **Karin Jansson** (karin.jansson@gs.gu.se) at the Graduate School.
- Some courses are part-time and run parallel with each other. **They are not always compatible schedule-wise and if you are considering part-time courses, check and make sure that the schedules match before you make your choice. It is not recommended to mix full-time and part-time courses in the same study period.**
- Courses with pre-requisites are noted in this document.
 - **Pre-requisites:** Check that you fulfil the pre-requisites in the course syllabus *before* sending your choices.
 - **No pre-requisites:** You are considered eligible.
- For the next semester and for each study period, you'll yourself [register for your courses in Ladok](#). The registration period for study period 1 **will be open between 8 - 11 January**. The course registration is necessary for access to the course Canvas page and the reporting of your study results.

The deadline for choosing courses is **Wednesday 6 December at 11:00 hrs.**

Make sure you have chosen two courses.

Choose carefully. You cannot change courses after the deadline.

Information about the courses

Click on the course code link to find:

- **Content:** In the Course syllabus
- **Schedule:** Please note! The schedule is preliminary and can be updated until 2 weeks before the start of the course. If you wish to see schedules for more than one course at the time, enter the course codes in the [preliminary schedule link](#) for spring 2024.
- **Literature:** Literature/Reading list for spring 2024 is available 8 weeks before the course start.
- **Examination dates:** Examination dates for written exams are noted in the schedule.
- **Grading system:** In the Course syllabus.
- **Specific pre-requisites** can be found in the course syllabus. Some courses have pre-requisites in accordance with the requirements for a specific Master's programme. For those courses, see the programme [here](#). If you have questions regarding the pre-requisites, you are welcome to contact the [student counselling](#).

COURSES

FULL-TIME Study Period 3 (21 March - 25 April 2024)

Code	Course Title	Specific pre-requisites according to course syllabus	Sustainability labelled
GM0125	Managing Across Cultures		
GM0532	International Trade and Logistics		
GM0755	Advanced Industrial Organization	x	
GM0828	Human Resource Management		
GM1037	Derivative Securities	x	
GM1127	Digital Marketing		
GM1209	Environmental Effects and Conflicts in Long-run Economic Development		focused
GM1213	The Great Divergence: Historical patterns of modern economic growth		related
GM1214	Event Management		related
GM1410	Financial Statement Analysis and Corporate Valuation	x	

FULL-TIME Study Period 4 (26 April - 2 June 2024)

Code	Course Title	Specific pre-requisites according to course syllabus	Sustainability labelled
GM0533	Maritime Logistics		
GM0756	Big Data Analytics for Business and Economics		
GM1035	Private Equity	x	
GM1141	Artificial Intelligence in Marketing		
GM1210	International Business and Trade in a Historical Perspective		focused
GM1216	Sustainable Management		focused
GM1217	Project Management and Project Planning		related
GM1408	Accounting and Sustainability		focused
GM1409	Cost, Value and Performance Management		

PART-TIME Study Periods 3 & 4 (21 March - 2 June 2024)

Code	Course Title	Specific pre-requisites according to course syllabus	Sustainability labelled
GM0416	Entrepreneurship and New Business Development		
GM1325	Social Innovation and Entrepreneurship		focused

Sustainability labelling of courses

Courses that are **sustainability-focused**, where at least one of the learning outcomes clearly shows that the course content meets one of the current sustainability criteria. In accordance with the criteria, the content with a focus on sustainability must also constitute the main focus of the course.

Courses that are **sustainability-related**, where at least one of the learning outcomes clearly shows that the course content meets one of the current sustainability criteria.

[Criteria for sustainability labelling](#) (see page 7 in the document).