

H9MPM: Management in Postmodern Markets

Module Code:	H9MPM
Long Title	Management in Postmodern Markets APPROVED
Title	Management in Postmodern Markets
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	COLETTE DARCY
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Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Assimilate, compare, and evaluate the different viewpoints that exist on market-based economies in society, culture, and economic systems in the past, present, and future.
LO2	Review the contours of the postmodern organization and theoretical frameworks that may provide insights into postmodern management and society.
LO3	Demonstrate an appreciation of the impact of modern markets, business and marketing on the eco-system.
LO4	Select, synthesize and apply appropriate postmodern theories, models and concepts with the aim of considering how marketers can respond to contemporary critics.
LO5	Demonstrate junior executive level proficiency in business problem solving that takes a broader viewpoint on the marketers' responsibilities and considers the consequences of business beyond simply the realm of shareholder value or customer satisfaction.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	There are no additional entry requirements for this module. The programme entry requirements apply. No pre-requisites or co-requisites apply.

H9MPM: Management in Postmodern Markets

Module Content & Assessment			
Indicative Content			
Management, Marketing and Postmodernism History and features of traditionalism and modernism Overview of postmodernism Discontent and knowledge at cross-roads Legitimacy of modern management			
Critical Management and Marketing studies Globalisation, homogenisation and fragmentation Hegemony of the market Antitheses to mainstream studies Difference, otherness and marginality Practice theory Performativity			
The Postmodern Consumers Empowering consumers Consumer culture Consumerism and capitalism			
Postmodern Understandings of the Marketplace Positivism versus interpretivism in the research literature Reflexivity Actions, objects and artefacts			
Changing Markets Dynamic and participatory markets Market Assemblages Market frames and market devices Devising markets for the greater good			
Sustainable and Moral Markets Government regulation Business self-regulation and CSR Civil regulation and citizen movements Moral sentiments Integrative views on ethics			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	85
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Learners will be presented with a blend of assessments, including the presentation of a contemporary market or management issue and/or case study. The assessments will entail an extensive review of relevant academic literature, conducting appropriate market research at both desk and primary level, as well as, synthesize and critique of applicable market knowledge pertaining to same.			
Assessment Type:	Reflective Journal	% of total:	15
Assessment Date:	n/a	Outcome addressed:	1,2,5
Non-Marked:	No		
Assessment Description: An individual reflection on the material covered in the module with the insights that it has generated for the learner. The diary will also reflect the learner's appreciation of problematic markets in the press and media and will contain any thoughts that they might have about their own view or experiences of postmodern markets. This reflection will include an action plan that the learner plans to implement based on the insights gleamed from the reflection. This is an integrated assignment with previous the task			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			
Reassessment Description This module is reassessed solely on the basis of re-submitted coursework.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Directed Learning	Directed e-learning	30	Per Semester	2.50
Independent Learning	Independent learning	65	Per Semester	5.42
Total Weekly Contact Hours				5.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Bowden, B. (2018), Work, Wealth and Postmodernism –The Intellectual Conflict at the Heart of Business Endavor, Palgrave Macmillan.</p> <p>Prasad, A., Prasad, P., Mills, A.J. and Mills, J.H. (. (2018), The Routledge Companion to Critical Management Studies (Routledge Companions in Business, Management and Marketing), Sage Publications.</p>	
<i>Supplementary Book Resources</i>	
<p>Geiger, S., Harrison, D., Kjellberg, H. and Mallard, A.. (2015), Concerned Markets: Economic Ordering for Multiple Values, Edgar Elgar Publishing.</p> <p>Tadajewski, M., Maclaran, P., Parsons, E. and Parker, M. (2011), Key Concepts in Critical Management Studies, Sage Publications.</p> <p>Shove, E., Pantzar, M. and Watson. (2012), The Dynamics of Social Practice: Everyday Life and How It Changes, Sage Publications.</p> <p>Butler, J.. (2015), Notes Toward a Performative Theory of Assembly, Harvard University Press.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	