



JAGIELLONIAN
UNIVERSITY
IN KRAKÓW

Markets and Norms

Educational subject description sheet

Basic information

Field of study Joint Bachelor in Sustainability		Education cycle 2025/26	
Speciality Social Sciences & Humanities		Realization year 2027/28	
Organizational unit Faculty of Law and Administration		Subject code UJ.WPAJBSSSHS.810.16594.25	
Study level first cycle (joint degree programme)		Lecture languages english	
Study form full-time degree programme		Subject related to scientific research Yes	
Education profile General academic		Disciplines Sociology, Economics and Finance, Philosophy	
Mandatory elective		ISCED classification 0314 Sociology and cultural studies	
		USOS code	
Subject coordinator	Piotr Szwedo		
Lecturer	Heinrich Nax		
Period Semester 5	Examination graded credit	Number of ECTS points 3.0	
	Activities and hours Discussion class: 30		

Goals

C1	This course introduces market theories and introduces aspects of social norms that are relevant to market interactions. A particular focus will be on the potential and limitations of norm-based market interactions to promote sustainability outcomes. The course will use game theory and other tools from economics and sociology for analysis.
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Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge - Student knows and understands:			
W1	theories about how markets and norms change and affect one another.	JBS_K1_W07	credit with grade, essay
W2	the co-evolutionary character of norms and markets in the context of contemporary sustainability challenges and “disruptive” technologies.	JBS_K1_W03, JBS_K1_W04, JBS_K1_W05	credit with grade, essay
Skills - Student can:			
U1	develop and present a clear and concise analysis of examples of how markets and norms interact and shape society.	JBS_K1_U01, JBS_K1_U02	credit with grade, essay
U2	assess and reflect on the sustainability implications of the dynamic interplay of markets and norms.	JBS_K1_U02, JBS_K1_U04	credit with grade, essay
Social competences - Student is ready for:			
K1	to discuss current societal and economic trends and their interactions and implications.	JBS_K1_K03	credit with grade, essay
K2	to evaluate and position themselves in current policy debates regarding market regulation.	JBS_K1_K05	credit with grade, essay

Calculation of ECTS points

Activity form	Activity hours*
Discussion class	30
preparation for classes	15
preparation of a multimedia presentation	15
essay preparation	30
Student workload	Hours 90
	ECTS 3.0

* hour means 45 minutes

Study content

No.	Course content	Subject's learning outcomes
1.	An introduction to the topic. Course admin. Examples of the interactions between markets and norms and their co-evolution.	W1, W2
2.	Focus on Markets. Formal definitions. Introduction of key examples of markets, both monetary and non-monetary, as well as centralized and decentralized.	W1, W2
3.	Focus on Norms. Formal definitions. Introduction to the theories of social norms with a focus on examples in market contexts.	W1, W2

No.	Course content	Subject's learning outcomes
4.	How norms shape markets. Behavioral evidence and case studies of changing/varying norms of repugnancy in markets.	W1, W2, U1, U2
5.	How markets shape norms. Examples of new/disruptive markets and case studies of market innovations leading to normative changes related to fairness and ethics, with consequences for the sustainability of markets and norms.	W1, W2, U1, U2
6.	Group formation and topic selection. Development of common basis for analysis, methodology options, introduction of topics etc.	U1, U2, K1, K2
7.	Study design presentations and finalization of group projects.	W1, W2, U1, U2, K1, K2

Course advanced

Teaching methods :

text analysis, conversation lecture, discussion, case study

Activities	Examination methods	Credit conditions
Discussion class	credit with grade, essay	Participation including presentation of project idea; students are graded on their written essay as group work

Entry requirements

None

Literature

Obligatory

1. Bicchieri, Cristina, 2016, Norms in the Wild: How to Diagnose, Measure, and Change Social Norms, New York: Oxford University Press.-Scalet, Steven, 2018, Markets, ethics, and business ethics. Routledge.-

Effects

Code	Content
JBS_K1_K03	The graduate can consider different visions of the future and develop own evidence-based opinions in reference to the balance of values linked to economic development, social welfare, and environmental protection.
JBS_K1_K05	The graduate can defend the importance of scientific data and methods as a basis for decision-making.
JBS_K1_U01	The graduate can critically analyse academic literature, formulate research questions and conduct research under supervision.
JBS_K1_U02	The graduate can present and report knowledge, methodologies, ideas, problems and solutions, clearly and comprehensively, in different forms destined for different audiences - including discussions and debates which require defending a substantiated opinion, as well as conversations in a foreign language at the CEFR B2 level.
JBS_K1_U04	The graduate can plan and effectuate simple sustainability-related projects under supervision and in the context of personal lifelong learning, both individually and in a team, using appropriate transversal skills and taking shared responsibility for the outcome.
JBS_K1_W03	The graduate can give examples of sustainability-related dilemmas and hypothesize on the optimal course of action.
JBS_K1_W04	The graduate can identify sustainability-related problems specific to selected cultural, geographical, and political contexts.
JBS_K1_W05	The graduate can identify essential international instruments and institutions related to sustainability and explain their potential role in resolution of a given problem.
JBS_K1_W07	The graduate can apply the theory and methodology of disciplines included in the selected specialisation track to sustainability-related problems, taking into consideration practical limitations such as protection of intellectual property.