



APPLIES TO ACADEMIC YEAR 2012/2013

BST 1140 Business Development and Technology

Programme

Bachelor in Business Administration (2. year), Bachelor in Marketing (3. year), Elective

Responsible for the course

Bo H Christensen, Petter Gottschalk

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

15

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Chaffey, Dave, Gareth White. 2011. Business information management : improving performance using information systems. 2nd ed. Prentice Hall

Chaffey, Dave. 2011. E-business & e-commerce management : strategy, implementation and practice. 5th ed. Financial Times Prentice Hall

Other:

Artikler og annet forelesningsmateriale (Skal avklares nærmere)

Recommended reading

Other:

Skal avklares nærmere

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information