



APPLIES TO ACADEMIC YEAR 2012/2013

JOU 3543 Journalistic innovation and entrepreneurship - RE-SIT EXAMINATION

Programme

Bachelor in Media Management and Journalism (2. year)

Responsible for the course

Mona K Solvoll

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Utgård, Odd og Helge Refsum, red.. 2007. Fra idé til ny virksomhet : en håndbok for nye vekstselskaper. 2. utg.. Universitetsforlaget. 254 sider

Wickham, Philip A.. 2010. Strategic entrepreneurship. 5th ed. FT Prentice Hall. Utvalgte kapitler på tilsammen ca 300 sider

Collection of articles:

Mona Solvoll. Artikkelsamling - JOU 3543 Journalistisk innovasjon og entreprenørskap. Handelshøyskolen BI. Ca 80 sider

Recommended reading

Other:

Krumsvik, Arne H. 2009. The Online News Factory: A Multi-Lens Investigation of the Strategy, Structure, and Process of Online News Production at CNN and NRK.Ph.D. Thesis. Oslo: University of Oslo/Unipub.

Course outline

Computer-based tools

Learning process and workload

Use of hours

Examination

Examination code(s)

Examination support materials

Re-sit examination

Additional information