



APPLIES TO ACADEMIC YEAR 2012/2013

MAN 3025/3026/3027/3028 Digital Communications Management

Programme

Final Master of Management Program, Master of Management Program

Responsible for the course

Guri Hjeltnes

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Bruns, Axel. 2008. Blogs, wikipedia, second life, and beyond : from production to produsage. Peter Lang. 418 sider

Krokan, Arne. 2010. Den digitale økonomien : om digitale tjenester, forretningsutvikling og forretningsmodeller i det digitale nettsamfunnet. Cappelen akademisk forl. Kapittel 1-4, 6-8, 10-11

Lai, Linda. 1999. Dømmekraft. Tano Aschehoug. 215 sider

Larsen, Svein og Solvoll, Mona K.. 2012. Medieplanlegging. Fabokforlaget. 280 sider

Li, Charlene. 2010. Open leadership : how social technology can transform the way you lead. Jossey-Bass. 311 sider

Rasmussen, Terje. 2008. Nettverksformelen : hvordan det sosiale livet henger sammen. Unipub. 226 sider

Articles:

Boyd, Dana. 2010. Draft version. Social Network Sites as Networked Publics: Affordances, Dynamics, and Implications..

. <http://www.danah.org/papers/2010/SNSasNetworkedPublics.pdf>

Dutton, William H. 2005. The internet and social transformation : reconfiguring access. I:

Dutton, William H ... [et al.], ed : Transforming enterprise : the economic and social implications of information technology. MIT Press.

http://sociotech.net/wiki/images/2/2e/Dutton_text_05.pdf

Habermas, Jürgen. 2006. Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research. Communication theory. 16 (4)

Hansen, Morten T., Nitin Nohria and Thomas Tierney. 1999. What's your strategy for managing knowledge?. Harvard business review. Mar 01

McAfee, Andrew P.. 2006. Enterprise 2.0: The Dawn of Emergent Collaboration. MIT Sloan Management Review, Cambridge, MA. 8 sider

Orlikowski, Wanda J.. 2007. Sociomaterial Practices: Exploring Technology at Work. SAGE. SAGE <http://oss.sagepub.com/content/28/9/1435.abstract>. 13 sider

Stenmark, Dick. 2005. Knowledge Sharing on a Corporate Intranet: Effects of Re-Instating Web Authoring Capability..

<http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1001&context=ecis2005>

Sørhaug, Tian. 2001. Fra on time til online. Mot en ny sosial kontrakt? Arbeid, kunnskap og organisering i den "nye"økonomien.. Horisont: Næringspolitisk skriftserie

Collection of articles:

Hjeltnes, Guri og Olsen, Ragnhild Kristine. 2012. Det nye medielandskapet.

Mediehusrapporten 2007-2011

Hærem, Thorvald, Kvalnes, Øyvind, Lai, Linda. 2012. Om sosiale medier, etikk, påvirkning og ledelse.

Pettersen, Lene, Sasson, Amir. 2012. Sosial nettverksanalyse

Solvoll, Mona, K.. 2012. Kommunikasjonsplanlegging 2.0

Staude, Cecilie. 2012. E-demokrati

Wilberg, Erik. 2012. Medieøkonomi og strategi

Recommended reading

Course outline

Computer-based tools

Learning process and workload

The program is conducted through five course modules, a total of 150 lecturing hours. Project tutorials differ in each Master of Management program. It will consist of personal tutorials and tutorials given in class. Generally the students may expect consulting tutorials, not evaluating tutorials. The total hours of tutorials offered is estimated to two hours pr. students following an ordinary Master of Management program. For students taking the program as their final Master of Management program the tutorials offered are estimated to a total of six hours.

Examination

The students are evaluated through a term paper, counting for 18 credit hours and an individual written exam, counting for 12 credit hours. Both evaluations must be passed to obtain a certificate for the program. The term paper may be written individually or in groups of maximum three persons.

For students taking this program as the final Master of Management Program the following applies:

The students are evaluated through a term paper, counting for 24 credit hours and an individual written exam, counting for 6 credit hours. The term paper may be written individually or in groups of maximum two persons. Both evaluations must be passed to obtain a certificate for the program.

Examination code(s)

MAN 30251 - term paper; 18 credits; counts for 100 % to pass the program MAN 3025.

MAN 30261 - 5 hours written exam; 12 credits; counts for 100 % to pass the program MAN 3026.

Both evaluations must be passed to obtain a certificate for the program.

For students taking this program as the final Master of Management Program the following applies:

MAN 30271 - Term paper; 24 credits; counts for 100 % to pass the program MAN 3027.

MAN 30281 - 5 hours individual written exam; 6 credits; counts for 100 % to pass the program MAN 3028.

Both evaluations must be passed to obtain a certificate for the program.

Examination support materials

All support materials are allowed plus calculator TEXAS INSTRUMENTS BA II Plus™

Re-sit examination

Additional information

