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:
Brønn, Peggy, Ove Dalen, Ingri Furuly Eriksen, Bjørn Fremmersvik, Bente Kalsnes, Lene Pettersen, Kari Vestgarden og Terje Vullum. 2012. Sosiale medier fra innsiden og ut. Kommuneforlaget
Carlsen, Arne, Stewart Clegg, Reidar Gjersvik. 2012. Idea work : om profesjonell kreativitet. Cappelen Damm akademisk
Enjolras, Bernard ... [et al.]. 2013. Liker - liker ikke : sosiale medier, samfunnsengasjement og offentlighet. Cappelen Damm akademisk
Krokan, Arne. 2010. Den digitale økonomien : om digitale tjenester, forretningsutvikling og forretningsmodeller i det digitale nettsamfunnet. Cappelen akademisk forlag. Kapittel 1-4, 6-8, 10-11
Lai, Linda. 1999. Dømmekraft. Tano Aschehoug. 215 sider
Larsen, Svein og Mona K. Solvoll. 2012. Medieplanlegging. Fagbokforlaget. 280 sider
Li, Charlene. 2010. Open leadership : how social technology can transform the way you lead. Jossey-Bass. 311 sider
Penenberg, Adam L. 2009. Viral loop : from Facebook to Twitter, how today's smartest businesses grow themselves. Hyperion
Rasmussen, Terje. 2008. Nettverksformelen : hvordan det sosiale livet henger sammen. Unipub. 226 sider

Articles:
Boyd, Dana. 2011. Social Network Sites as Networked Publics: Affordances, Dynamics, and Implications.. I: Papacharissi, Zizi : A Networked self : identity, community, and culture on social network sites. Draft version. Routledge. http://www.danah.org/papers/2010/SNSasNetworkedPublics.pdf
Brass, D.J.. 2012. A Social Network Perspective on Organizational Psychology. The Oxford Handbook of Organizational Psychology. Volume 1. http://www.linkscenter.org/papers/brassoxford.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
Gagné, M. 2009. A Model og Knowledge-sharing Motivation. Journal of Human Resource Management. Volume 48, issue 4. http://selfdeterminationtheory.org/SDT/documents/2009_Gagne_HRM.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. MIT Sloan Management Review, Cambridge, MA. 8 sider

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

Stenmark, Dick. 2005. Knowledge Sharing on a Corporate Intranet : Effects of Re-Instating Web Authoring Capability. ECIS 2005 Proceedings. 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, Mona K. Solvoll og Tor Bang (reds.). 2013. DIgital kommunikasjonledelse

Other:
Hjeltnes, Guri og Olsen, Ragnhild Kristine. 2010. Mediehusrapporten 2007-2010. Lastes ned på www.mediehus.org

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

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