

Digital Business Innovation & Social Media – Course no. 460121U027
Bachelor- Department of Business Administration
Summer University 2013
Lecturer: Magda Hercheui



Lectures and seminars (classes): from 9 am to 1 pm (every day)

Course Outline: *Digital Business Innovation & Social Media*

Date	Topic description
Week 1	
5 th August 2013 9am-1pm [1]	<p>Introduction</p> <ul style="list-style-type: none"> • Overall course structure • The social-technical approach • IT infrastructure evolution • Types of information systems • ICT innovation and business development <p>Main readings:</p> <p>McAfee, Andrew. (2009). Chapter 1: Introduction. In: Enterprise 2.0: new collaborative tools for your organization's toughest challenges: 1. edition, pp. 1-17. Boston, Mass.: Harvard Business Press</p> <p>Brynjolfsson, Erik and Saunders, Adam (2010) Chapter 6: Incentives for Innovation in the Information Economy. In: Wired for Innovation: How Information Technology is Reshaping the Economy, pp. 91-107. Cambridge, Mass.; London, UK: The MIT Press http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10331669</p> <p>Anderson, Chris. (2010). Chapter 2: Free 101. In: Anderson, Chris: Free. How today's smartest businesses profit by giving something to nothing, pp. 17-33. Hyperion http://www.baser.dk/login?url=http://lib.asb.dk/ecompodium/13364_Anderson.pdf</p> <p>Anderson, Chris. (2010). Chapter 16: "You get what you pay for". In: Anderson, Chris: Free. How today's smartest businesses profit by giving</p>

something to nothing, pp. 215-235.
Hyperion

http://www.baser.dk/login?url=http://lib.asb.dk/ecompendum/13365_Anderson.pdf

Complementary readings:

Iyer, Bala & Davenport, Thomas H. (2008).

Reverse Engineering Google's Innovation Machine. (cover story).

In: Harvard Business Review, Vol. 86, Iss. 4, pp. 58-68.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=31372412&site=ehost-live>

McKinsey Report: A rising role for IT. December 2011.

https://www.mckinseyquarterly.com/A_rising_role_for_IT_McKinsey_Global_Survey_results_2900

Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010).

Chapter 1: Start Here.

In: From Crowd To Community: Vision and Inspiration, pp. 13-30.

Sogeti. Available online: <http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf>

The Economist Intelligence Unit (2011). Networks for thinking: Developing ideas and forming opinions in the digital age.

<http://www.economistgroupmedia.com/files/3613/2567/5167/Networks%20for%20Thinking.pdf>

6th August
2013
9am-1pm
[2]

Emerging technologies

- Mobile technology
- Cloud computing
- Social media interfaces

Main readings

McAfee, Andrew. (2009).

Chapter 2: Vexations and Missed Opportunities in Group Work

In: Enterprise 2.0: new collaborative tools for your organization's toughest challenges: 1. edition, pp. 21-42

Boston, Mass.: Harvard Business Press

Smith, N., Wollan, R., and Zhou, C. (2011).

Introduction: What is Social Media?

Chapter 7: & Using Social Media to Drive Product Development and Find New Services to Sell.

In: *The Social Media Management Handbook: Everything you need to know to get social media working*, pp. ix-xv; 104-119. (pp. 11-17, 124-119 in the e-book)

Hoboken, New Jersey: John Wiley & Sons.

<http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10>

[437588](#)

Benkler, Y. (2006). The Wealth of Networks. New Haven and London: Yale University Press. (Chapter 1) (book is fully available for free on http://www.benkler.org/Benkler_Wealth_Of_Networks.pdf)

Complementary readings

Williams, Luke. (2011).

Chapter : Introduction.

In: Williams, Luke: Disrupt: think the unthinkable to spark transformation in your business, pp. 1-13.

Upper Saddle River, N.J.: FT Press

http://www.baser.dk/login?url=http://lib.asb.dk/ecompedium/13349_Williams.pdf

Armbrust, Michael; Fox, Armando.; Griffith, Rean; Joseph, Anthony D.; Katz, Randy.; Konwinski, Andy.; Lee, Gunho; Patterson, David.; Rabkin, Ariel; Stoca, Ion & Zaharia, Matei (2010).

A View of Cloud Computing.

In: Communications of the ACM, Vol. 53, Iss. 4, pp. 50-58.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=49089991&site=ehost-live>

Campbell-Kelly, Martin. (2009).

Historical Reflections: The Rise, Fall, and Resurrection of Software as a Service.

In: Communications of the ACM, Vol. 52, Iss. 5, pp. 28-30.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=39363001&site=ehost-live>

Greengard, Samuel. (2008).

Upwardly Mobile.

In: Communications of the ACM, Vol. 51, Iss. 12, pp. 17-19.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=35609267&site=ehost-live>

Hayes, Brian. (2008).

Cloud Computing.

In: Communications of the ACM, Vol. 51, Iss. 7, pp. 9-11.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=34059107&site=ehost-live>

McKinsey Report (2010). Clouds, big data, and smart assets: Ten tech-enabled business trends to watch. Edition: August.

https://www.mckinseyquarterly.com/Clouds_big_data_and_smart_assets_Ten_tech-enabled_business_trends_to_watch_2647

Untangling the social web

In: The Economist: 4th September 2010.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.proquest.com/docview/749689046?accountid=14468>

The Economist: Here comes anywhere. Smart thinking is needed about smart gadgets' influence.

In: The Economist, 8th October 2011.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.proquest.com/docview/896850652?accountid=14468>

Cusumano, Michael. (2010).

	<p>Technology Strategy and Management: Cloud Computing and Saas as New Computing Platforms. In: Communications of ACM, vol. 53, Iss. 4, pp. 27-29. http://ez.statsbiblioteket.dk:2048/login?url=http://dx.doi.org/10.1145/1721654.1721667</p>
<p>7th August 2013 9am-1pm [3]</p>	<p>Competitive advantage</p> <ul style="list-style-type: none"> • Building competitive advantages and capabilities • Strategic alignment • Does IT matter? • Social media strategy <p>Main readings</p> <p>McAfee, Andrew. (2009). Chapter 3: Web 2.0 and the Emergence of Emergence In: Enterprise 2.0: new collaborative tools for your organization's toughest challenges: 1. edition, pp. 43-79. Boston, Mass.: Harvard Business Press</p> <p>Smith, N., Wollan, R., and Zhou, C. (2011). Chapter 1: The Power and Business Risks of Social Media. Chapter 2: How to Develop a Social Media Strategy. Chapter 9: Using Social Media in Customer Service and Support. In: <i>The Social Media Management Handbook: Everything you need to know to get social media working</i>, pp. 3-15; 16-35; 141-159. (pp. 23-35; 36-55; 161-179 in the e-book) Hoboken, New Jersey: John Wiley & Sons. http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588</p> <p>Laudon, Kenneth C. & Laudon, Jane P. (2010). Chapter 3: Information systems, organizations and strategies. In: Laudon, Kenneth C. & Laudon, Jane P.: <i>Management information systems: managing the digital firm</i>, 11. ed., global ed., pp. 120, 122-127, 129-132. Boston, Mass.: Pearson http://www.baser.dk/login?url=http://lib.asb.dk/eecompendium/13381_Laudon.pdf</p> <p>Complementary readings</p> <p>Carr, Nicholas G. (2003). IT Doesn't Matter. In: Harvard Business Review, Vol. 81, Iss. 5, pp. 41-49. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=9720881&site=ehost-live</p> <p>Brown, J.S., and J. Hagel III (2003). Does IT Matter? In: Harvard Business Review, Vol. 81, Iss. 7, pp. 109-112. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=10147131&site=ehost-live</p>

	<p>Wade, Michael & Hulland, John. (2004). The resource-based view and information systems research: review, extension, and suggestions for future research. In: MIS Quarterly, Vol. 28, Iss. 1, pp. 107-142. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=12582011&site=ehost-live</p> <p>McKinsey Report: How strategic is our technology agenda? October 2011. https://www.mckinseyquarterly.com/How_strategic_is_our_technology_agenda_2851</p> <p>Amiando (2011). Social media & events report 2011. How is the event industry using social networks? http://www.amiando.com/socialmediareport_en.html</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapter 2: Vive la Revolution! In: From Crowd To Community: Vision and Inspiration, pp. 31-44. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf</p> <p>The Economist Intelligence Unit (2012). Getting closer to the customer: A challenge for the C-suite. http://www.managementthinking.eiu.com/sites/default/files/downloads/EIU_GENESYS_WEBR2.pdf</p>
<p>8th August 2013 9am-1pm [4]</p>	<p>Knowledge Economy</p> <ul style="list-style-type: none"> • Knowledge Economy • Knowledge Management Systems • Collaborative networks <p>Main readings</p> <p>McAfee, Andrew. (2009). Chapter 4: New Approaches to Old Problems In: Enterprise 2.0: new collaborative tools for your organization's toughest challenges: 1. edition, pp. 81-127. Boston, Mass.: Harvard Business Press</p> <p>Brynjolfsson, Erik and Saunders, Adam (2010) Chapter 5: Organizational Capital. In: Wired for Innovation: How Information Technology is Reshaping the Economy, pp. 77-90 Cambridge, Mass.; London, UK: The MIT Press http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10331669</p> <p>Nonaka, Ikujiro & Konno, Noboru. (1998). The Concept of "Ba": BUILDING A FOUNDATION FOR KNOWLEDGE CREATION. In: California Management Review, Vol. 40, Iss. 3, pp. 40-54. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=738856&site=ehost-live</p> <p>Complementary readings</p>

Laudon, Kenneth C. & Laudon, Jane P. (2010).
 Chapter 11: Managing knowledge and collaboration.
 In: Laudon, Kenneth C. & Laudon, Jane P.: Management information systems: managing the digital firm, 11. ed., global ed., pp. 441-445.
 Boston, Mass.: Pearson
http://www.baser.dk/login?url=http://lib.asb.dk/ecompedium/13383_Laudon.pdf

Delen, D. U. R. S. & Al-Hawamdeh, S. U. L. I. (2009).
 A Holistic Framework for Knowledge Discovery and Management.
 In: Communications of the ACM, Vol. 52, Iss. 6, pp. 141-145.
<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=40217629&site=ehost-live>

McKinsey Report: How Web 2.0 is changing the way we work: An interview with MIT's Andrew McAfee. November 2009.
https://www.mckinseyquarterly.com/How_Web_2_0_is_changing_the_way_we_work_An_interview_with_MITs_Andrew_McAfee_2468

Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010).
 Chapter 3: Web 2.0.
 In: From Crowd To Community: Vision and Inspiration, pp. 45-56.
 Sogeti. Available online: <http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf>

Week 2

9th August
 2013
 9am-1pm
 [5]

Communities of practice

- Conceptualising communities of practice
- Engagement and common meaning
- Identities and belonging

Main readings

Wenger, Etienne. (1998).
 Introduction.
 In: Wenger, Etienne: Communities of practice: learning, meaning, and identity, pp. 3-17.
 Cambridge: Cambridge University Press
http://www.baser.dk/login?url=http://lib.asb.dk/ecompedium/13339_Wenger.pdf

Wenger, Etienne. (1998).
 Chapter 10: Learning architectures.
 In: Wenger, Etienne: Communities of practice: learning, meaning, and identity, pp. 230-240.
 Cambridge: Cambridge University Press
http://www.baser.dk/login?url=http://lib.asb.dk/ecompedium/13340_Wenger.pdf

Wenger, Etienne. (1998).
 Chapter 11: Organizations.
 In: Wenger, Etienne: Communities of practice: learning, meaning, and identity, pp. 241-262.

	<p>Cambridge: Cambridge University Press http://www.baser.dk/login?url=http://lib.asb.dk/eCompendium/13341_Wenger.pdf</p> <p>Brown, John Seely & Duguid, Paul. (1998). Organizing Knowledge. In: California Management Review, Vol. 40, Iss. 3, pp. 90-111. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=738859&site=ehost-live</p> <p>Complementary readings</p> <p>McKinsey Report: Rethinking knowledge work: A strategic approach. February 2011. https://www.mckinseyquarterly.com/Rethinking_knowledge_work_A_strategic_approach_2739</p> <p>McKinsey Report: Unlocking the elusive potential of social networks. June 2010. https://www.mckinseyquarterly.com/Unlocking_the_elusive_potential_of_social_networks_2623</p> <p>The wiki way. In: The Economist 25th September 2010. http://www.baser.dk/login?url=http://search.proquest.com/docview/754977750?accountid=14468</p> <p>Erden, Zeynep; von Krogh, Georg & Nonaka, Ikujiro. (2008). The quality of group tacit knowledge. In: The Journal of Strategic Information Systems, Vol. 17, Iss. 1, pp. 4-18. http://ez.statsbiblioteket.dk:2048/login?url=http://www.sciencedirect.com/science/article/pii/S0963868708000048</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapter 4: The Crowd. In: From Crowd To Community: Vision and Inspiration, pp. 57-76. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf</p>
<p>12th August 2013 9am-1pm [6]</p>	<p>Social media for collaboration</p> <ul style="list-style-type: none"> • Tools versus social structures • Collaboration within organisations • Collaboration across boundaries <p>Main readings</p> <p>Smith, N., Wollan, R., and Zhou, C. (2011). Chapter 15: Culture Traits, Employee Incentives, and Training. Chapter 18: & Social Media, Collaboration, and Value Creation in Organizations. In: <i>The Social Media Management Handbook: Everything you need to know to get social media working</i>, pp. 233-249; 286-298. (pp. 253-269, 306-318 in the e-book) Hoboken, New Jersey: John Wiley & Sons. http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588</p> <p>Benkler, Y. (2006). <i>The Wealth of Networks</i>. New Haven and London: Yale University Press. (Chapter 4) (book is fully available for free on</p>

http://www.benkler.org/Benkler_Wealth_Of_Networks.pdf)

Complementary readings

Doan, A. N. H. A.; Ramakrishnan, R. A. G. H. & Halevy, Alon Y. (2011).

Crowdsourcing Systems on the World-Wide Web.

In: Communications of the ACM, Vol. 54, Iss. 4, pp. 86-96.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=59582584&site=ehost-live>

Howard, Bill. (2008).

Analyzing Online Social Networks.

In: Communications of the ACM, Vol. 51, Iss. 11, pp. 14-16.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=35211886&site=ehost-live>

Accenture Report (2011). Social Sales: Collaborating for High Performance.

<http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture-Social-Sales.pdf>

Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010).

Chapter 5: Socializing with the Crowd.

In: From Crowd To Community: Vision and Inspiration, pp. 77-90.

Sogeti. Available online: <http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf>

13th August
2013
9am-1pm
[7]

Social media for marketing, rating and reputation

- Social media marketing
- Rating systems
- Social media reputation

Main readings

Smith, N., Wollan, R., and Zhou, C. (2011).

Chapter 5: Social Media and the Voice of the Customer.

Chapter 6: Integrating Social CRM Insights into the Customer Analytics Function.

Chapter 8: Social Community Marketing and Selling.

In: *The Social Media Management Handbook: Everything you need to know to get social media working*, pp. 67-90; 91-103; 120-138.(pp. 87-110, 111-123,140-160 in the e-book)

Hoboken, New Jersey: John Wiley & Sons.

<http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588>

Benkler, Y. (2006). *The Wealth of Networks*. New Haven and London: Yale University Press. (Chapter 7) (book is fully available for free on

http://www.benkler.org/Benkler_Wealth_Of_Networks.pdf)

Complementary readings

Dutta, Soumitra. (2010).

What's Your Personal Social Media Strategy?

In: Harvard Business Review, Vol. 88, Iss. 11, pp. 127-130.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=54604607&site=ehost-live>

	<p>LaValle, Steve; Lesser, Eric; Shockley, Rebecca; Hopkins, Michael S. & Kruschwitz, Nina. (2011). Big Data, Analytics and the Path From Insights to Value. In: MIT Sloan Management Review, Vol. 52, Iss. 2, pp. 21-32. http://ez.statsbiblioteket.dk:2048/login?url=http://search.proquest.com/docview/845235605?accountid=14468</p> <p>Stelzner, M. (2012). Social Media Marketing Industry Report. How marketers are using social media to grow their business. http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2012/</p> <p>McKinsey Report (2011). The power of storytelling: What nonprofits can teach the private sector about social media. https://www.mckinseyquarterly.com/The_power_of_storytelling_What_nonprofits_can_teach_the_private_sector_about_social_media_2740</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapter 6: The new way of working together. In: From Crowd To Community: Vision and Inspiration, pp. 91-104. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf</p> <p>The Economist Intelligence Unit (2011). The Social Shopper: Harnessing the disruptive influence of social media. http://www.managementthinking.eiu.com/sites/default/files/downloads/SAP_SocialMedia_WEB_1.pdf</p> <p>The Economist Intelligence Unit (2012). New Directions: Consumer goods companies hone a cross-channel approach to consumer marketing. http://www.managementthinking.eiu.com/sites/default/files/downloads/Oracle_SalesandMarketing_120207r1.pdf</p> <p>Spredfast (2011) (White Paper). Social Media Pocket Guide. http://info.spredfast.com/Website_PocketGuide.html [it requires registration for downloading]</p> <p>Spredfast (2013). The social business textbook. http://info.spredfast.com/Website_Textbook.html#more-3167 [it requires registration for downloading]</p>
<p>14th August 2013 9am-1pm [8]</p>	<p>Organisational change</p> <ul style="list-style-type: none"> • ICT and organisational structures • Business Process Reengineering • Hierarchies, matrixes and networks • Agile digital enterprises <p>Main readings</p> <p>Smith, N., Wollan, R., and Zhou, C. (2011). Chapter 12: Creating and Implementing a Social Media Technology Platform. Chapter 13: Social CRM on the Move: Mobility Implications for the Social Media Programs. Chapter 14: New Rules for Tools: IT Infrastructure Implications and Options for Supporting Enterprise Social Media. <i>The Social Media Management Handbook: Everything you need to know to get social</i></p>

	<p><i>media working</i>, pp. 189-208; 209-219; 220-230.(pp. 209-228, 229-239: 240-249 in the e-book) Hoboken, New Jersey: John Wiley & Sons. http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588</p> <p>Johnson, Steven. (2010). Introduction. In: Johnson, Steven: <i>Where good ideas come from: the natural history of innovation</i>, pp. 3-22. New York: Riverhead http://www.baser.dk/login?url=http://lib.asb.dk/ecompendium/13347_Johnson.pdf</p> <p>Complementary readings</p> <p>Kleinbaum, Adam M. & Tushman, Michael L. (2008). Managing Corporate Social Networks. In: <i>Harvard Business Review</i>, Vol. 86, Iss. 7/8, pp. 26-27. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=32708754&site=ehost-live</p> <p>Martinsons, Maris G.; Davison, Robert & Martinsons, Valdis. (2009). How Culture Influences IT-enabled Organizational Change and Information Systems. In: <i>Communications of the ACM</i>, Vol. 52, Iss. 4, pp. 118-123. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=37295791&site=ehost-live</p> <p>eModeration (2011). White paper. A guide to managing social media for new sites and media organisations. http://www.brandchannel.com/images/papers/530_emoderation_wp_managing_social_media_0911.pdf</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapter 7: Various types of social collaboration platforms. In: <i>From Crowd To Community: Vision and Inspiration</i>, pp. 105-116. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf</p>
15 th August 2013 9am-1pm [9]	<p>Enterprise 2.0</p> <ul style="list-style-type: none"> • Network effects • Managing social ties • Benefits of enterprise 2.0 <p>Main readings</p> <p>McAfee, Andrew. (2009). Chapter 5: Uniquely valuable: The benefits of Enterprise 2.0. 1. edition, pp. 129-142. Boston, Mass.: Harvard Business Press</p> <p>Johnson, Steven. (2010). Chapter 2: Liquid networks. In: Johnson, Steven: <i>Where good ideas come from: the natural history of innovation</i>, pp. 45-65. New York: Riverhead</p>

http://www.baser.dk/login?url=http://lib.asb.dk/ecompendium/13351_Johnson.pdf

Complementary readings

Granovetter, Mark. (1-1-1983).
The Strength of Weak Ties: A Network Theory Revisited.
In: Sociological Theory, Vol. 1, pp. 201-233.

<http://ez.statsbiblioteket.dk:2048/login?url=http://www.jstor.org/stable/202051>

Kleinberg, J. O. N. (2008).
The Convergence of Social and Technological Networks.
In: Communications of the ACM, Vol. 51, Iss. 11, pp. 66-72.

<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=35211904&site=ehost-live>

McKinsey Report (2010): The rise of the networked enterprise: Web 2.0 finds its pay day. Edition: December.

https://www.mckinseyquarterly.com/The_rise_of_the_networked_enterprise_Web_20_finds_its_payday_2716

McKinsey Report (2013): Evolution of the Networked Enterprise.

http://www.mckinsey.com/insights/business_technology/evolution_of_the_networked_enterprise_mckinsey_global_survey_results

Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010).
Chapter 8: "2.0".

In: From Crowd To Community: Vision and Inspiration, pp. 117-126.

Sogeti. Available online: <http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf>

Week 3

16th August
2013
9am-1pm
[10]

Social media risks and governance

- Understanding risks
- Risks assessment and management
- Economic assessment

Main readings

McAfee, Andrew. (2009).
Chapter 6: Red Herrings and Long Hauls.,
1. edition, pp. 145-171
Boston, Mass.: Harvard Business Press

Smith, N., Wollan, R., and Zhou, C. (2011).
Chapter 3: Social Media ROI: New Metrics for Customer Health.
The Social Media Management Handbook: Everything you need to know to get social media working, pp. 36-53. (pp. 56-73 in the e-book)
Hoboken, New Jersey: John Wiley & Sons.
<http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588>

Complementary readings

Provos, Niels; Rajab, Moheeb Abu & Mavrommatis, Panayiotis. (2009).

	<p>Cybercrime 2.0: When the Cloud Turns Dark. In: Communications of the ACM, Vol. 52, Iss. 4, pp. 42-47. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=37295780&site=ehost-live</p> <p>Song, Seolwoo; Nerur, Shidhar, & Teng, James T. C. (2008). Understanding the Influence of Network Positions and Knowledge Processing Styles. In: Communications of the ACM, Vol. 51, Iss. 10, pp. 123-126. http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=34540769&site=ehost-live</p> <p>McKinsey Report: Recovering from information overload. January 2011. https://www.mckinseyquarterly.com/Recovering_from_information_overload_2735</p> <p>Black hats, grey hairs; Cybercrime In: The Economist. 6th August 2011. http://ez.statsbiblioteket.dk:2048/login?url=http://search.proquest.com/docview/881484299?accountid=14468</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapter 9: 2.0 in business. In: From Crowd To Community: Vision and Inspiration, pp. 127-142. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/From-Crowd-To-Community.pdf</p> <p>Spredfast (2012). The Social Engagement Index. http://info.spredfast.com/Website_Benchmark.html [it requires registration for downloading]</p>
<p>19th August 2013 9am-1pm [11]</p>	<p>Social media and institutions</p> <ul style="list-style-type: none"> • Understanding institutions • The institutionalisation of social media • The institutionalising role of social media • Building the network public sphere <p>Main readings</p> <p>McAfee, Andrew. (2009). Chapter 7: Going Mainstream: A road map for Enterprise 2.0 success 1. edition, pp. 173-194 Boston, Mass.: Harvard Business Press</p> <p>Smith, N., Wollan, R., and Zhou, C. (2011). Chapter 4: Selling Social Media within the Organization. Chapter 16: New Roles and Responsibilities. In: <i>The Social Media Management Handbook: Everything you need to know to get social media working</i>, pp.54-64; 250-273. (pp 74-84; 270-293 in the e-book) Hoboken, New Jersey: John Wiley & Sons. http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588</p> <p>Benkler, Y. (2006). <i>The Wealth of Networks</i>. New Haven and London: Yale University</p>

Press. (Chapter 17) (book is fully available for free on http://www.benkler.org/Benkler_Wealth_Of_Networks.pdf)

Complementary readings

Burton Swanson, E. & Ramiller, Neil C. (1997).
The Organizing Vision in Information Systems Innovation.
In: Organization Science, Vol. 8, Iss. 5, pp. 458-474.
<http://ez.statsbiblioteket.dk:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=5170338&site=ehost-live>

Hercheui, Magda David. (2010).
A literature review of virtual communities.
In: Information, Communication & Society, Vol. 14, Iss. 1, pp. 1-23.
<http://ez.statsbiblioteket.dk:2048/login?url=http://dx.doi.org/10.1080/13691181003663593>

Traudt, E., and Vancil, R. (2011). Becoming a social business: The IBM story. IDC White Paper, sponsored by IBM.
http://www.ibm.com/smarterplanet/global/files/us_en_us_socialbusiness_becoming_a_social_business_ibm_story.pdf

McKinsey Report: Demystifying social media. April 2012.
https://www.mckinseyquarterly.com/Demystifying_social_media_2958

Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010).
Chapters 1 & 2: The intelligent organization & Social Platform.
In: TeamPark: Platform and Method, pp. 13-30.
Sogeti. Available online: <http://us.sogeti.com/what-we-do/doc/Teampark%20platform%20and%20method.pdf>

20th August
2013
9am-1pm
[12]

Social media ethical issues

- Privacy
- Harassment
- Private versus organisational profiles
- Managing individual risks

Main readings

McAfee, Andrew. (2009).
Chapter 8: Looking Ahead.
1. edition, pp. 195-213
Boston, Mass.: Harvard Business Press

Smith, N., Wollan, R., and Zhou, C. (2011).
Chapter 15: Culture Traits, Employee Incentives, and Training.
Chapter 17: Social Media Policies.
In: *The Social Media Management Handbook: Everything you need to know to get social media working*, pp. 233-249; 274-285. (pp. 253-269; 294-305)
Hoboken, New Jersey: John Wiley & Sons.
<http://site.ebrary.com.ez.statsbiblioteket.dk:2048/lib/stats/docDetail.action?docID=10437588>

Benkler, Y. (2006). *The Wealth of Networks*. New Haven and London: Yale University Press. (Chapter 17) (book is fully available for free on

	<p>http://www.benkler.org/Benkler_Wealth_Of_Networks.pdf</p> <p>Complementary readings</p> <p>Laudon, Kenneth C. & Laudon, Jane P. (2010). Chapter 4: Ethical and social issues in information systems. In: Laudon, Kenneth C. & Laudon, Jane P.: Management information systems: managing the digital firm, 11. ed., global ed., pp. 149-159, 176-177, 184-186. Boston, Mass.: Pearson http://www.baser.dk/login?url=http://lib.asb.dk/ecompendium/13382_Laudon.pdf</p> <p>Hercheui, M.D. (2010) A study on how public policies affect legitimacy in virtual communities. In: Journal of Information, Communication & Ethics in Society, vol. 8, Iss. 1 (Special Issue): pp. 7-21. http://ez.statsbiblioteket.dk:2048/login?url=http://dx.doi.org/10.1108/14779961011024783</p> <p>The Economist. A world of connections. A special report on social networking. 30 January 2010. http://www.economist.com/node/15351002</p> <p>Anonymous no more. In: The Economist, 12th March 2011. http://ez.statsbiblioteket.dk:2048/login?url=http://search.proquest.com/docview/856797114?accountid=14468</p> <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapters 3 to 8: Stimulus rich, & Organic, & Collaborative, & Intelligent, & Adaptive, & Linked. In: TeamPark: Platform and Method, pp. 31-76. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/Teampark%20platform%20and%20method.pdf</p>
<p>21st August 2013 9am-1pm [13]</p>	<p>Exam Revision</p> <ul style="list-style-type: none"> • Revision of main topics for exams <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapters 9 to 11: TeamPark, & Awareness, & Strategy. In: TeamPark: Platform and Method, pp. 79-112. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/Teampark%20platform%20and%20method.pdf</p>
<p>22nd August 2013 9am-1pm [14]</p>	<p>Workshop on social media</p> <ul style="list-style-type: none"> • Building solutions for particular organisations and professionals <p>Savalle, Patrick; Hofland, Wim; & Brugman, Arnd. (2010). Chapters 12 & 13: Implementation & Life. In: TeamPark: Platform and Method, pp. 113-142. Sogeti. Available online: http://us.sogeti.com/what-we-do/doc/Teampark%20platform%20and%20method.pdf</p>

