



preparation pack.

In order to be prepared for the online examination, the following literature is required. It ensures that a basic level of understanding is met, so that students will be able to fully profit from the MCiT program.

Please note that the recommendations reflect online examination criteria only, and does not represent the total scope of the Management, Communication & IT study program.

1 reading preparation

- Armbrust, M., Fox, A., Griffith, R., Joseph, A. D., Katz, R., Konwinski, A., ... & Zaharia, M. (2010). A view of cloud computing. *Communications of the ACM*, 53(4), 50-58.
- Ashurst, C., Cragg, P., & Herring, P. (2011). The role of IT competences in gaining value from e- business: An SME case study. *International Small Business Journal*, 0266242610375703.
- Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267.
- Dutta, S. (2010). What's your personal social media strategy? *Harvard Business Review*, 88(11), 127- 130. <https://hbr.org/2010/11/managing-yourself-whats-your-personal-social-media-strategy>
- Huizingh, E. K. (2011). Open innovation: State of the art and future perspectives. *Technovation*, 31(1), 2-9.
- McAfee, A., Brynjolfsson, E., Davenport, T. H., Patil, D. J., & Barton, D. (2012). Big Data. The management revolution. *Harvard Bus Rev*, 90(10), 61-67.
- Schlautmann, A., Levy, D., Keeping, S., & Pankert, G. (2011). Wanted: Smart market-makers for the Internet of Things", Arthur D. Little, management consultancy, see http://www.adlittle.com/sites/default/files/prism/ADL_Smart_market-makers.pdf.

2 ted talks

- Nicholas Negroponte: A 30-year history of the future
http://www.ted.com/talks/nicholas_negroponte_a_30_year_history_of_the_future
- Tim Brown – Designers – think big!
http://www.ted.com/talks/tim_brown_urges_designers_to_think_big