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.

reading preparation

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.

Grisold, Thomas & Mendling, Jan & Otto, Markus & Brocke, Jan vom. (2020). Adoption, Use and Management of Process Mining in Practice. Business Process Management Journal.

Huizingh, E. K. (2011). Open innovation: State of the art and future perspectives. Technovation, 31(1), 2-9.

Janiesch, C.; Koschmider, A.; Mecella, M.; Weber, B.; Burattin, A.; Di Ciccio, C. et al. (2020):
The Internet of Things Meets Business Process Management: A Manifesto.
In: IEEE Syst. Man Cybern. Mag. 6 (4), S. 34–44. DOI: 10.1109/MSMC.2020.3003135.

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.

World Economic Forum (2020): Shaping the Future of the Internet of Bodies: New challenges of technology governance. Briefing Paper. URL: https://www.weforum.org/reports/the-internet-of-bodies-is-here-tackling-new-challenges-of-technology-governance

TED(x) talks

Brown, Tim: Designers – think big!
http://www.ted.com/talks/tim_brown_urges_designers_to_think_big

Osborne, Nicola: What do your digital footprints say about you?
https://www.youtube.com/watch?v=RVX8ZSAR4OY&feature=youtu.be