

Liverpool John Moores University

Title: BUSINESS INFORMATION MANAGEMENT
Status: Definitive
Code: **4032BUSIS** (108204)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
George Macgregor	Y
Christopher Taylor	

Academic Level: FHEQ4 **Credit Value:** 12.00 **Total Delivered Hours:** 30.00
Total Learning Hours: 120 **Private Study:** 90

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	In-lab exercise	50.0	
Report	AS2	Report on relevant topic, published as XHTML (2,000 words)	50.0	

Aims

The module aims to provide an introduction to the role of information and information management in modern business organisations. The role of the Web and associated technologies are introduced.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate understanding of the relationship between data, information and knowledge, and their application within business organisations
- 2 Discuss the importance of information within modern business organisations and explain the role of information management in facilitating organisational effectiveness
- 3 Demonstrate knowledge of the structure of the Internet and Web
- 4 Demonstrate knowledge of XHTML
- 5 Search the Web effectively
- 6 Critically evaluate information on the Web

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

In-lab exercise	2	5	6	
Report	1	2	3	4

Outline Syllabus

Information concepts and theory
Information society and industry
Information management in business
Internet infrastructure and Web architecture
Principles of Web design and XHTML

Learning Activities

Lectures complemented by labs or tutorial sessions.

References

Course Material	Book
Author	KEHAL, H. S. & SINGH, V. P.
Publishing Year	2005
Title	Digital economy impacts, influences, and challenges
Subtitle	
Edition	
Publisher	Hershey, PA, Idea Group Pub
ISBN	

Course Material	Book
Author	MUSCIANO, C. & KENNEDY, B.

Publishing Year	2007
Title	HTML & XHTML: the definitive guide
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	NAUGHTON, J.
Publishing Year	2001
Title	A brief history of the future : the origins of the Internet
Subtitle	
Edition	
Publisher	Phoenix
ISBN	

Course Material	Book
Author	NIEDERST, J.
Publishing Year	2006
Title	Web design in a nutshell
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	TURNER, C.
Publishing Year	2002
Title	The information e-economy: business strategies for competing in the global age
Subtitle	
Edition	
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	WEBSTER, F. & BLOM, R.
Publishing Year	2004
Title	The information society reader. Routledge student readers
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Notes

Assessment one is a web searching based exercise in which students are requested to search for a resource on several business information topics (circa 5) using an appropriate search tool. Once an appropriate resource has been found, they have to describe the process along the following lines:

Details of the resource, including full bibliographic details

Why the particular search tool was used

Evaluation criteria used and rationale behind the selection of the resource over others (examples from the resource should be included)

This is an in-lab exercise undertaken during teaching sessions and information sources to be selected will be germane to the module remit.

Assessment two is a report based on an information industry related case study. The report is to be written up (circa 2,000 words) and published as a basic XHTML document (using Notepad) on students' personal Web space.