Liverpool John Moores University

Title:	ENTERPRISE CONTENT MANAGEMENT
Status:	Definitive
Code:	**6003BUSCO** (117182)
Version Start Date:	01-08-2011

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

Team	emplid	Leader
George Macgregor		Y

Academic Level:	FHEQ6	**Credit Value:**	24.00	**Total Delivered Hours:**	48.00
Total Learning Hours:	240	**Private Study:**	192		

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20.000
Tutorial	28.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report 2,500 words.	50.0	
Essay	Essay	Content management strategy document.	50.0	

Aims

The module aims to develop students' understanding of the concepts and technical aspects of managing business content within corporate intranets, websites and repositories.

Learning Outcomes

After completing the module the student should be able to:

LO 1   Explain the importance of content management principles in managing business information assets and affecting organisational effectiveness.

LO 2   Develop and deploy a series of information organisation techniques for Web-based information assets using relevant software packages.

LO 3   Analyse the importance of Enterprise Content Management Systems (ECMS) in facilitating effective information management and information workflows.

LO 4   Demonstrate understanding of the principal technologies underpinning CMS software.

LO 5   Develop a content management strategy and system specification, and align it with wider organisational / business strategies, legal obligations and information audit data.

LO 6   Evaluate the efficacy of emerging content management technologies.

Learning Outcomes of Assessments

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

Report	LO 1	LO 2	LO 3	LO 6

Essay	LO 4	LO 5

Outline Syllabus

Information lifecycle management
Content management principles and Enterprise Content Management (ECM) components
Content Management Systems (CMS)
Content management and information strategy
Information retrieval, metadata, knowledge organisation techniques
Content management technologies
Information rights
Information audits

Learning Activities

Lectures complemented by extended lab sessions.

References

Course Material	Book
Author	BAILEY, S
Publishing Year	2008
Title	Managing the Crowd

Subtitle	Rethinking Records Management for the Web 2.0 World
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	ZENG, M L and QIN, J
Publishing Year	2008
Title	Metadata
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	LAMBE, P
Publishing Year	2007
Title	Organising Knowledge
Subtitle	Taxonomies, Knowledge and Organisational Effectiveness
Edition	
Publisher	Chandos Publishing
ISBN	

Course Material	Book
Author	ROSENFELD, L and MORVILLE, P
Publishing Year	2007
Title	Information Architecture for the World Wide Web
Subtitle	
Edition	
Publisher	O'Reilly
ISBN	

Course Material	Book
Author	WHITE, M and SCHOFIELD, J
Publishing Year	2004
Title	Managing Enterprise Content
Subtitle	A Practical Guide to Selecting and Implementing Content Management Solutions
Edition	
Publisher	Ark-Group
ISBN	

Notes

Notes to be provided in the module handbook and on Blackboard.