

Liverpool John Moores University

Title: CONTENT MANAGEMENT
Status: Definitive
Code: **6020BUSIS** (101740)
Version Start Date: 01-08-2011

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

Team	Leader
Michael Swain	Y
George Macgregor	

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	10.000
Workshop	38.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Taxonomy and XML schema	50.0	
Report	AS2	Content Management system report	50.0	

Aims

To understand the concepts and technical aspects of managing content on websites and intranets

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of how to assess the content management needs of different organisations and different web systems (websites, intranets & extranets)
- 2 Apply knowledge of the content management lifecycle in an organisational context
- 3 Apply Dublin Core to web pages
- 4 Apply knowledge of basic XML concepts
- 5 Develop a taxonomy for web based information using a relevant software package
- 6 Administer a web portal
- 7 Apply knowledge of content management technologies to strategically control organisational information resources

Learning Outcomes of Assessments

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

CW1	1	2	5				
CW2	1	2	3	4	5	6	7

Outline Syllabus

The Content management lifecycle
Organisation of content
Content management software solutions

Learning Activities

Lectures
 workshops - taxonomy software, meta data and XML
 Exercises using Sharepoint portal server

References

Course Material	Book
Author	McGovern, G
Publishing Year	2001
Title	Content Critical
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	NA
Publishing Year	0

Title	Content Management Focus (Journal)
Subtitle	
Edition	
Publisher	
ISBN	

Notes

Module assessment timings (approx.)
Assess 1 due end Semester 1 (Dec.)
Assess 2 due mid Semester 2 (April/May)