

## Liverpool John Moores University

Title: INFORMATION STRATEGY AND ANALYSIS  
Status: Definitive  
Code: **6028BUSIS** (101774)  
Version Start Date: 01-08-2011

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

Team	Leader
Janet Farrow	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	14.000
Tutorial	14.000
Workshop	20.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Coursework 1 (Group Presentation)	50.0	
Report	AS2	Coursework 2 (Individual Report)	50.0	

### Aims

- 1. To provide students with an understanding of the strategy process and to develop the ability to apply key strategy models and concepts to business scenarios.*
- 2. To provide students with an understanding of the critical issues impacting on an organisation's IS strategy, management processes and policy development and to develop the ability to design appropriate IS strategy.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the strategy process and be able to apply a range of strategy models and techniques.
- 2 Critically discuss the importance of information as a corporate resource.
- 3 Explain the importance of information strategy in the corporate strategic context and in particular be able to formulate and design IS strategy to support the business strategy.
- 4 Critically discuss the issues involved in developing and implementing information strategy.
- 5 Explain contemporary strategic issues from an ICT perspective.
- 6 Operate as an effective member of a team.

## Learning Outcomes of Assessments

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

Presentation	1	2	3	5
Report	4	6		

## Outline Syllabus

*The strategy process,  
External analysis (PEST, Stakeholders, Porter's 5 Forces),  
IS Strategy Competitive Advantage, Security, Business Continuity),  
PRINCE 2,  
Risk Management,  
Internal analysis (Value Chain, EFQM, Balanced Scorecard),  
Strategic Partnerships (JIT, Supply Chain, Virtual Organisations),  
E-Business,  
Globalisation,  
Knowledge Management,  
Business Ethics.*

## Learning Activities

Lectures, tutorials and workshops. A series of 'Practitioner' lectures and 'real life' issue based contexts.

## References

<b>Course Material</b>	Book
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<b>Author</b>	ROBSON, W.,
<b>Publishing Year</b>	1997
<b>Title</b>	Strategic Management & Information Systems,
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT Management
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	JOHNSON, Gerry & Kevan Scholes,
<b>Publishing Year</b>	2001
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	6th Edition,
<b>Publisher</b>	Prentice Hall.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	WILLCOCKS, L. and others
<b>Publishing Year</b>	1997
<b>Title</b>	Managing IT as a Strategic Resource,
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	SENGE P.,
<b>Publishing Year</b>	1990
<b>Title</b>	The Fifth Discipline
<b>Subtitle</b>	
<b>Edition</b>	1st Edition
<b>Publisher</b>	Century Business
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	GALLIERS R. and others
<b>Publishing Year</b>	1999
<b>Title</b>	Strategic Information Management
<b>Subtitle</b>	
<b>Edition</b>	2nd Edition
<b>Publisher</b>	Butterworth Heinemann.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	CARNALL C. and others,
<b>Publishing Year</b>	1997

<b>Title</b>	Strategic Change
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Butterworth Heinemann.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	WILSON D.,
<b>Publishing Year</b>	1996
<b>Title</b>	Managing Knowledge,
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Butterworth Heinemann.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	DESPRES, Charles & Danielle Chauvel,
<b>Publishing Year</b>	2000
<b>Title</b>	Knowledge Horizons,
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Butterworth Heinemann.
<b>ISBN</b>	

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## Notes

Students will be given two problem scenarios to resolve. The first will be assessed as a group report (c/w 1) and an individual report on process (c/w 2). The second will be a conference style presentation (c/w 3) and a conference paper (c/w 4) on a relevant current topic.