

Liverpool John Moores University

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Title: CONTENT MANAGEMENT FOR BUSINESS
Status: Definitive
Code: **6045BUSIS** (108243)
Version Start Date: 01-08-2011

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

Team	Leader
Jack OFarrell	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Practical	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework: 25% Report (2,500 words)	25.0	
Portfolio	AS2	Coursework: 75% Content management project (portions of which undertaken during lab time)	75.0	

Aims

The module aims to develop students' understanding of the strategic aspects involved in deploying content management in organisational contexts and to demonstrate knowledge of content management technologies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the importance of content management principles in managing business information assets and affecting organisational effectiveness
- 2 Analyse the importance of Content Management Systems (CMS) in facilitating effective information management within organisations
- 3 Evaluate information flows and information use in organisations by deploying information audit techniques
- 4 Develop a content management strategy and align it with wider organisational / business strategies, legal obligations and information audit data
- 5 Develop a Content Management System (CMS) specification on the basis of information audit data
- 6 Evaluate the efficacy of emerging content management technologies
- 7 Manage information resources within a Content Management System (CMS) using content management principles

Learning Outcomes of Assessments

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

CW	1	3				
CW	2	4	5	6	7	

Outline Syllabus

Content management
Content Management Systems (CMS)
Content management and information strategy
Information auditing
Information rights

Learning Activities

Lectures complemented by practical lab sessions, including sessions on information auditing and use of CMS software to manage information assets.

References

Course Material	Book
Author	BAILEY, S.
Publishing Year	2008
Title	Managing the crowd: rethinking records management for

	the Web 2.0 world
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	BATES, C.
Publishing Year	2003
Title	XML in theory and practice
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	BATLEY, S.
Publishing Year	2007
Title	Information architecture for information professionals
Subtitle	
Edition	
Publisher	Chandos Publishing
ISBN	

Course Material	Book
Author	CHAFFEY, D. & WOOD, S.
Publishing Year	2005
Title	Business information management: improving performance using information systems
Subtitle	
Edition	
Publisher	Prentice Hall/Financial Times
ISBN	

Course Material	Book
Author	EVERNDEN, R. & EVERNDEN, E.
Publishing Year	2003
Title	Information first integrating knowledge and information architecture for business advantage
Subtitle	
Edition	
Publisher	Elsevier Butterworth-Heinemann
ISBN	

Course Material	Book
Author	LAMBE, P.
Publishing Year	2007

Title	Organising knowledge: taxonomies, knowledge and organisational effectiveness
Subtitle	
Edition	
Publisher	Chandos Publishing
ISBN	

Course Material	Book
Author	ORNA, E.
Publishing Year	2005
Title	Making knowledge visible: communicating knowledge through information products
Subtitle	
Edition	
Publisher	Gower
ISBN	

Course Material	Book
Author	ROCKLEY, A., KOSTUR, P. & MANNING, S.
Publishing Year	2003
Title	Managing enterprise content: a unified content strategy
Subtitle	
Edition	
Publisher	New Riders
ISBN	

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

Course Material	Book
Author	SHEPHERD, E. & YEO, G.
Publishing Year	2003
Title	Managing records: a handbook of principles and practice
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	WHITE, M.
Publishing Year	2005

Title	The content management handbook
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	WHITE, M. & SCHOFIELD, J.
Publishing Year	2004
Title	Managing enterprise content: a practical guide to selecting and implementing content management solutions
Subtitle	
Edition	
Publisher	Ark-Group
ISBN	

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

Notes

Course notes will made available on Blackboard.