

Liverpool John Moores University

Title: PRINCIPLES OF CONTENT MANAGEMENT
Status: Definitive
Code: **6046BUSIS** (108244)
Version Start Date: 01-08-2012

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

Team	Leader
Cath Bonser	Y
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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 1

Component	Contact Hours
Lecture	12.000
Practical	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1	Coursework: 25% In-lab exercise	25.0	
Report	AS2	Coursework: 75% Content management report, including worked examples (2,500 words)	75.0	

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:

- 1 Explain the importance of content management principles in managing business information assets and affecting organisational effectiveness
- 2 Apply knowledge of information management lifecycles in an organisational context
- 3 Develop and deploy a controlled vocabulary (e.g. taxonomy, information retrieval thesaurus, etc.) for Web-based information using a relevant software package
- 4 Apply metadata to digital content
- 5 Apply knowledge of basic XML concepts to the management and re-use of content
- 6 Analyse the importance of Content Management Systems (CMS) in facilitating effective information management

Learning Outcomes of Assessments

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

CW	3	4				
CW	1	2	3	4	5	6

Outline Syllabus

Information lifecycle management
Content management principles
Content Management Systems (CMS)
Information rights

Learning Activities

Lectures complemented by practical lab sessions on information lifecycle management, metadata, controlled vocabularies, XML and CMS.

References

Course Material	Book
Author	ASPREY, L. & MIDDLETON, M.
Publishing Year	2003
Title	Integrative document and content management: strategies for exploiting enterprise knowledge
Subtitle	
Edition	
Publisher	Idea Group Publishing
ISBN	

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	BOIKO, B.
Publishing Year	2005
Title	Content management bible, 2nd edition
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	GILCHRIST, A. & MAHON, B.
Publishing Year	2004
Title	Information architecture : designing information environments for purpose
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Course Material	Book
Author	HAROLD, E. R. & MEANS, W. S.
Publishing Year	2004
Title	XML in a nutshell: a desktop quick reference
Subtitle	
Edition	
Publisher	O'Reilly
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	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	ZENG, M. L. & QIN, J.
Publishing Year	2008
Title	Metadata
Subtitle	
Edition	
Publisher	Facet Publishing
ISBN	

Notes

Assessment 1 is timed to occur in the middle of semester 1 (approx.) and will entail an in-lab metadata exercise in which students will be required to create surrogates for a selection of heterogeneous digital information assets. This will include indexing with a controlled vocabulary.

Assessment 2 will be due at the end of semester 1 (week 12 approx.) and will require students to produce a report on content management within a fictional business organisation. This report will include worked metadata, controlled vocabulary and XML examples, as well as discussion of information lifecycle management.