

Liverpool John Moores University

Title: APPLICATIONS FOR THE CLOUD
Status: Definitive
Code: **6538DBSAFC** (118810)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 50
Total Learning Hours: 240
Private Study: 190

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	50

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1		80	
Essay	AS2		20	

Aims

- 1. To achieve an in-depth understanding of the practical issues involved in the Cloud Computing paradigm from a marketing perspective*
- 2. To be able to analyse the business case for developing and deploying in the cloud for technical selling*
- 3. To construct an application ready for the cloud*
- 4. To obtain a comprehensive understanding of deployment issues in the cloud*
- 5. Have an awareness of the governance and control issues involved in Cloud Computing*

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the practical importance of the shift in computing service delivery and how this will affect an organisation's operations and purchasing decisions
- 2 Analyse and recognise the potential of cloud content management for business marketing needs
- 3 Design a content management system (CMS) based on organisational requirements whilst keeping in mind the design potentials and trade-offs
- 4 Develop a content management system using suitable development platforms and deploy to the cloud
Managing governance and migrating issues for integration to the Cloud environment

Learning Outcomes of Assessments

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

PRESENTATION	1	3		
GROUP PROJECT PROPOSAL	1	2	3	4

Outline Syllabus

Students will gain an insight into the application of cloud-based technologies to real organisational needs. They will develop critical skills in analysing and evaluating the use of cloud applications in business and subsequently developing business solution based applications relevant to marketing.

Learning Activities

1. Overview of Cloud Applications
 - Current Providers and Services
2. Relevance of Content Management for Organisations
 - Defining optimal collaborative strategies
 - E-Commerce / Knowledge Management / Customer Relationship Management / Data Solutions
 - Personalisation & Online Communities
 - Building intelligent business solutions
 - Providing customers with sites, blogs, and wikis
 - Integrating documents, records and Web content, etc.
 - Implementing forms-based system to support any business process

3. Introduction to Content Management

- Content, Format, Structure and Functionality
- Distributing Business Value
- Balance of Organizational Forces
- Combination of Content-Related Disciplines
- Content Management System (CMS)
- Major Components of CMS
- The Web CMS
- The Enterprise CMS
- The Cloud CMS

4. Designing Content / Customer Relationship Management Projects

- Specifying Requirements
- Specifying Organisational Goals
- Designing Content Types for example, Annual Reports, Articles, Press releases, Newsletters, FAQs, etc.
- Accounting for Authors and acquisition sources
- Designing Templates
- Designing Personalization
- Designing Workflow and Staffing Models
- Designing Publications

5. Working on a Content / Customer Relationship Management Project using appropriate development platforms

- Processing Content including Stripping and Mapping
- Creating Forms, Files and Batch Processes
- Mapping Files to Content Types
- Creating Repository/Database
- Choosing Templates
- Providing email support
- Adding Personalisation Support
- Building interface for content repository
- Analysing output / business analytics

6. Transition Management

- Deployment and migration
- Best practices
- Emerging standards
- Total cost of ownership
- Audits and checklists

7. Cloud Governance Issues

- Conflicting Interests (Needs of Marketing Vs Data Protection)

- Security & Control Issues
- Provider Negotiation
- Service Contract & Monitoring
- Open-source clouds(i.e. non-proprietary)

Notes

Student learning will be assessed by group project. This group project will comprise of presentation of project proposal and subsequent development and deployment of the project in the Cloud based on case study analysis.

Indicative Bibliography

Title Author Publisher Published Edition

Core

Cloud Computing Explained: Implementation Handbook for Enterprises

Rhoton J. Recursive Press 2010 2nd

Cloud Computing Bible Sosinsky B. Wiley Publishing 2011

Supplementary

Cloud Computing : A Practical Approach Velte, Toby; Velte, Anthony; Elsenpeter, Robert C McGraw-Hill 2010

Content Management for Dynamic Web Delivery

Hackos J. T. Wiley Publishing 2002

Cloud Computing : Implementation, Management, and Security

Rittinghouse J. & Ransome J.

CRC Press

2010

Content Management Bible Bokio, B. John Wiley & Sons 2004

The Content Management Handbook White, M. Facet Publishing 2005

Microsoft Dynamics CRM 4.0 Integration Unleashed Wolenik Marc J. & Vardhan Bhaiya, R. Sams Publishing 2010

Implementing SugarCRM Golden, B. Packt Publishing 2006