

Liverpool John Moores University

Title: STRATEGIC INFORMATION MANAGEMENT
Status: Definitive
Code: **7013BUSIS** (101752)
Version Start Date: 01-08-2011

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

Team	Leader
Gwenda Mynott	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 30.00
Total Learning Hours: 150
Private Study: 120

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	30.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework. Project: environmental analysis and structuring a strategic plan. Requires an understanding of the information industry, issues impacting on a service, the ability to select appropriate analytical tools and good report writing skills	100.0	

Aims

To explore and develop management principles and practices and apply these to the strategic management of information services in a dynamic environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the role of information management in a business environment
- 2 Develop analytical skills to enable environmental and organisational analysis
- 3 Assess the importance of information as a strategic resource
- 4 Evaluate the importance of marketing and promoting information services
- 5 Assess the value of managing knowledge for organisational learning and management effectiveness
- 6 Critically appraise service effectiveness and develop appropriate performance measures for improvement of service quality
- 7 Demonstrate the importance of effective HR strategy in meeting organisational information objectives

Learning Outcomes of Assessments

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

RPT	1	2	3	4	5	6	7
-----	---	---	---	---	---	---	---

Outline Syllabus

Strategic planning and management
Understanding change
Project management
Knowledge management
HRM for organisational/service effectiveness
Marketing and promotion
Service quality

Learning Activities

The module will run as a series of full day workshops allowing for the flexible delivery of the taught elements and experiential learning into structured exercises. This allows the student to develop their conceptual and practical understanding of this key area of professional practice.

References

Course Material	Book
Author	Allan, B
Publishing Year	2003
Title	Project management
Subtitle	Tools and techniques for today's ILS professional
Edition	

Publisher	Facet
ISBN	1856045048

Course Material	Book
Author	Corrall, S
Publishing Year	2000
Title	Strategic management of information services
Subtitle	A planning handbook
Edition	E-book available via Netlibrary
Publisher	Taylor Francis
ISBN	

Course Material	Book
Author	Johnson, G and K Scholes
Publishing Year	2001
Title	Exploring public sector strategy
Subtitle	
Edition	
Publisher	FT Prentice Hall
ISBN	

Course Material	Book
Author	Melling, M
Publishing Year	2002
Title	Building a successful customer-service culture
Subtitle	
Edition	
Publisher	Facet
ISBN	

Course Material	Book
Author	Newell, S
Publishing Year	2002
Title	Managing knowledge work
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Orna, E
Publishing Year	2005
Title	Making knowledge visible
Subtitle	
Edition	
Publisher	Gower
ISBN	

Course Material	Book
Author	Orna, E
Publishing Year	2004
Title	Information strategy in practice
Subtitle	
Edition	
Publisher	Gower
ISBN	

Course Material	Book
Author	Price, A
Publishing Year	2004
Title	Human resource management in a business context
Subtitle	
Edition	
Publisher	Thompson
ISBN	

Course Material	Book
Author	Roberts, S
Publishing Year	2004
Title	Managing information services
Subtitle	
Edition	
Publisher	Facet
ISBN	

Course Material	Book
Author	Saez, E
Publishing Year	2001
Title	Marketing concepts for libraries and information services
Subtitle	
Edition	
Publisher	Facet
ISBN	

Course Material	Book
Author	Scammell, A
Publishing Year	2004
Title	Handbook of information management
Subtitle	
Edition	E-book available via Netlibrary
Publisher	Taylor Francis
ISBN	

Notes

The module provides students with management skills that enable them to understand the complexity within organisations, and the value that information has in managing successful outcomes.