**Liverpool** John Moores University

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|---|---|
| Title: | Developing Content For The Cloud |
| Status: | Definitive |
| Code: | **7504DBSDCC** (118797) |
| Version Start Date: | 01-08-2011 |
| Owning School/Faculty: | Arts, Professional and Social Studies |
| Teaching School/Faculty: | Dublin Business School |

| Team | Leader |
|---|---|
| Alistair Beere | Y |

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|---|---|---|---|---|---|
| **Academic Level:** | FHEQ7 | **Credit Value:** | 15.00 | **Total Delivered Hours:** | 36.00 |
| **Total Learning Hours:** | 150 | **Private Study:** | 114 | | |

**Delivery Options**
Course typically offered: Semester 2

| Component | Contact Hours |
|---|---|
| Lecture | 18.000 |
| Tutorial | 18.000 |

**Grading Basis:** 40 %

**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|---|---|---|---|---|
| Report | AS1 | | 20.0 | |
| Presentation | AS2 | | 80.0 | |

**Aims**

*Students will gain a comprehensive 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.*

*1.To achieve a deep understanding of the practical issues involved in the Cloud Computing paradigm from a managerial perspective*
*2.To be able to critically analyse the business case for developing and deploying in*

*the cloud*
*3.To construct an application ready for the cloud*
*4.Deployment issues in the cloud*
*5. Have a critical awareness of the governance and control issues involved in Cloud Computing*

## Learning Outcomes

After completing the module the student should be able to:

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| LO1 | Recognise the practical importance of the shift in computing service delivery and how this will affect the enterprise |
| LO2 | Analyse and recognise the potential of cloud content management for business needs |
| LO3 | Design a CMS based on organisational requirements whilst keeping in mind the design potentials and trade-offs |
| LO4 | Develop a content management system using appropriate software such as Microsoft SharePoint or Drupal or Joomla, etc... and deploy to the cloud |
| LO5 | Adapt and migrate existing services for integration to the Cloud environment |

## Learning Outcomes of Assessments

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

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|---|---|---|---|---|
| Group Project Proposal | LO 1 | LO 2 | LO 5 | |
| Group Project | LO 2 | LO 3 | LO 4 | LO 5 |

## Outline Syllabus

*1. Overview of Cloud Technologies*
*• Hardware and communications infrastructure*
*• Clients, platform and applications software*
*• Services offered*
*• Storage and security*
*• Standards*

*2. Enabling Cloud Concepts*
*• Virtualisation & Utilisation*
*• Pooling Computer Resources & Scalability*
*• Distributed applications*
*• Green computing*

*3. Managing organisational content*
*• Defining optimal collaborative strategies*

*• E-Commerce / Knowledge Management*
*• 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*

*4. 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*

*5. Designing Content 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*

*6. Working on a Content Management Project using appropriate Software such as SharePoint, Drupal, etc.*
*• 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 a syndication system*
*• Building interface for content repository*

*7. Transition Management*
*• Deployment and migration*

• *Best practices*
• *Emerging standards*
• *Total cost of ownership*
• *Audits and checklists*

*8. Cloud Governance Issues*
• *Conflicting Interests*
• *Provider Negotiation*
• *Service Contract & Monitoring*
• *Open-source clouds(i.e. non-proprietary)*
• *Eucalyptus project*

**Learning Activities**

Student learning will be assessed by in-depth group project. This group project will compose of presentation of project proposal and subsequent development and deployment of the project in the Cloud.

**References**

| | |
|---|---|
| **Course Material** | Book |
| **Author** | Rhoton J. |
| **Publishing Year** | 2010 |
| **Title** | Cloud Computing Explained: Implementation Handbook for Enterprises |
| **Subtitle** | |
| **Edition** | 2nd |
| **Publisher** | Recursive Press |
| **ISBN** | |

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|---|---|
| **Course Material** | Book |
| **Author** | Sosinsky B. |
| **Publishing Year** | 2011 |
| **Title** | Cloud Computing Bible |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Wiley Publishing |
| **ISBN** | |

| | |
|---|---|
| **Course Material** | Book |
| **Author** | Velte, Toby; Velte, Anthony; Elsenpeter, Robert C |
| **Publishing Year** | 2010 |
| **Title** | Cloud Computing : A Practical Approach |

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|---|---|
| **Subtitle** | |
| **Edition** | |
| **Publisher** | McGraw-Hill |
| **ISBN** | |

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|---|---|
| **Course Material** | Book |
| **Author** | Hackos J. T. |
| **Publishing Year** | 2002 |
| **Title** | Content Management for Dynamic Web Delivery |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | Wiley Publishing |
| **ISBN** | |

| | |
|---|---|
| **Course Material** | Book |
| **Author** | Rittinghouse J. & Ransome J. |
| **Publishing Year** | 2010 |
| **Title** | Cloud Computing : Implementation, Management, and Security |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | CRC Press |
| **ISBN** | |

| | |
|---|---|
| **Course Material** | Book |
| **Author** | Bokio, B. |
| **Publishing Year** | 2004 |
| **Title** | Content Management Bible |
| **Subtitle** | |
| **Edition** | |
| **Publisher** | John Wiley & Sons |
| **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** | Coventry, P. |
| **Publishing Year** | 2010 |
| **Title** | Microsoft SharePoint Designer Step by Step |
| **Subtitle** | |

| | |
|---|---|
| **Edition** | |
| **Publisher** | Microsoft Press |
| **ISBN** | |

**Notes**

Students will gain a comprehensive 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.