

Liverpool John Moores University

Title: INNOVATION AND I.T. MANAGEMENT
Status: Definitive
Code: **7508IS** (103637)
Version Start Date: 01-01-2012

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Dublin Business School

Team	Leader
Andrew Laws	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 38.00
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	67.0	2.00
Report	AS2	Coursework (normally one large assignment)	33.0	

Aims

- (1) Appreciate management in general.
- (2) Understand the nature of IT industries and users IT/IS, particularly from a business and management perspective.
- (3) Understand the relationship between general management and IT/IS.
- (4) Appreciate formally the importance of business and IT history, technical and economic change, research, innovation and enterprise.
- (5) Provide an introduction to research in management and IT/IS.

(6) Be able to apply the above to their employer's problems and their own career, profession or small business development.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of specialist aspects of business and advanced IT/IS.
- 2 Discuss in depth with management, related business matters, and their relationship with IT/IS e.g. with business and IT/IS practitioners.
- 3 Critically examine, both academically and practically, IT/IS management issues.
- 4 Apply management concepts to IT/IS situations e.g. via analysis and synthesis, and contribute towards the management of the opportunities and threats of change.
- 5 Initiate, or contribute towards, research, innovation, enterprise, new projects and business development.

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5
CW	1	2	3	4	5

Outline Syllabus

Relevant political theories eg command economies versus free enterprise. The role of Government and IT/IS e.g. the regulation of telecommunications and promoting economic development. Aspects of economics, particularly applied to change and new technology e.g. Kondraieff Waves. Review of management and organisation theory. Key aspects of modern business and management e.g. competition and business agility. Appropriate techniques e.g. future analysis and technological forecasting applied in IT-related situations. HR and social aspects of management.

Administrative management and its IT/IS support e.g. using large-scale examples such as banking and life assurance systems. The IT/IS contribution in business. The computer and telecommunications industries e.g. via case-studies of organisations such as NCR and Nokia. Business organisation for IT/IS e.g. the organisation of a software house. Business and management activities in IT/IS e.g. finance budgeting, systems development, HRM, outsourcing and IT/IS marketing. History of IT with an emphasis on the management aspects e.g. case-studies of the ICL 1900 and IBM S/360 mainframe projects, or the effect of the EUrp and globalisation. The IT/IS future e.g. electronic ink/paper, holographic memories, MEMS and tera-flop processors.

Business and technical research, innovation and entrepreneurship e.g. Microsoft. Self-employment. Business formation e.g. founding a software house. Business development in IT/IS e.g. with new hardware products, software products and IT services.

Learning Activities

Tutorial examples e.g. forecasting the future for a software house.

Practical assignments e.g. analysing the accounts of IT companies and preparing management case-studies.

References

Course Material	Book
Author	Hendry, J.
Publishing Year	1989
Title	Innovating for Failure
Subtitle	Government Policy and Early British Computer Industry
Edition	
Publisher	MIT Press
ISBN	0 262 08187 3

Course Material	Book
Author	Cole, G.A.
Publishing Year	2003
Title	Management Theory and Practice
Subtitle	
Edition	6th
Publisher	Thompson Learning
ISBN	0 826 45391 0

Course Material	Book
Author	Cole, G.A.
Publishing Year	2003
Title	Strategic Management
Subtitle	
Edition	
Publisher	Thompson Learning
ISBN	0 826 45380 5

Course Material	Book
Author	Gouge, I.
Publishing Year	2003
Title	e-Management
Subtitle	
Edition	
Publisher	Springer-Verlag
ISBN	1 852 33590 4

Course Material	Book
Author	Pearlson, K.E. & Saunders, C.S.
Publishing Year	2004
Title	Managing & Using Information Systems
Subtitle	A Strategic Approach
Edition	2nd
Publisher	Wiley
ISBN	0 471 32001 3

Course Material	Book
Author	JMU Staff: Moynihan, E. & Laws, A.
Publishing Year	2001
Title	Future Analysis and Business Information SYstems
Subtitle	
Edition	
Publisher	11th Annual BIT Conference, October 2001
ISBN	

Notes

This module provides a study of general and IT/IS management. It also includes research, future technical developments in IT, innovation and business enterprise. Case studies in business and technical development are based on IT companies such as IBM and Cisco.