

Liverpool John Moores University

Title: MANAGING INFORMATION AND COMMUNICATION
Status: Definitive
Code: **7512ANGHR** (119798)
Version Start Date: 01-08-2013

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: 32.00
Total Learning Hours: 150
Private Study: 118

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	32.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	One 3000 word group coursework relating to the student workplace (This will include a formal presentation to senior management and an individual reflective account).	100.0	

Aims

To explore and develop the issues and practice relating to corporate communication in a dynamic environment and to identify and understand how web technologies can support effective communication both externally and internally.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the theoretical principles of external communication and their appropriate application
- 2 Analyse theoretical principles of internal communication and their appropriate application
- 3 Assess the importance of information as a strategic resource
- 4 Strategically exploit web technologies to support the communication process

Learning Outcomes of Assessments

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

Pres and personal reflections	1	2	3	4
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Outline Syllabus

New challenges for managers: why and how managers must manage communication

Public relations theory and practice

Internal communication

Information as a strategic resource

Managing reputation through effective communication

The current status and future trends of online communication

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 will allow the student to develop their conceptual and practical understanding of this key subject.

References

Course Material	Book
Author	Theaker, A
Publishing Year	2012
Title	The Public Relations Handbook
Subtitle	
Edition	4th edition
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Safko, L
Publishing Year	2010

Title	The social media bible: tactics, tools and strategies for business success
Subtitle	
Edition	2nd edition
Publisher	Wiley
ISBN	

Course Material	Book
Author	Tench, R and Yeomans, L
Publishing Year	2009
Title	Exploring Public Relations
Subtitle	
Edition	2nd edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Cornellisen, J
Publishing Year	2008
Title	Corporate Communications
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Chaffey, D and Wood, S
Publishing Year	2005
Title	Business information management: improving performance using information systems
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

Notes

The module will emphasise the importance of managing internal and external communications.