

## **DBS SCHOOL OF BUSINESS**

### **LJMU DEGREE PROGRAMMES**

#### **MODULE PROFORMA**

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**Module Title: Information Management**

**Level: 3**

Assessment: Continuous Assessment: 30%

Examination: 70%

Prerequisite: Business Information Systems

Credits: 12

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**Objectives:**

- To introduce students to the strategic management dimensions of the information function.
- To examine the strategic information planning process and the models and methods associated with that process.
- To review the principal aspects of managing the information function.
- To enable critical evaluation of the business and the technical issues which arise in that context.

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**Learning Outcomes:**

On completion of this module, students will be able to:

1. Understand and evaluate strategic applications of information systems and technology.
2. Explain the strategic planning process for information and evaluate approaches to the formulation of information strategy.
3. Demonstrate a critical appreciation of the major issues that arise in the context of managing the information function, and informed insights into the wider dimensions of an information management policy.
4. Critically evaluate a range of information issues and recommend strategically viable solutions in a variety of business contexts.

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**Syllabus:**

**Information as a Strategic Resource**

- The nature and use of management information. Data organisation issues. Problem of data fragmentation and isolation. Data warehousing and data mining concepts and usage patterns.

**Information in the Competitive Environment**

- Evolution of information systems usage. Obtaining competitive advantage from Information Systems and Technology. IT and business improvement philosophies. Business process re-engineering. Continuous Process Improvement. IT and competitive forces. Knowledge management and its importance in the modern organisation.

**Strategic Information Systems**

- The strategic role of information systems. Systems to support generic business strategies. Customer-focused systems. Inter-organisational systems.

**Strategic Planning for Information Systems**

- Information strategy in the wider business context. Linking information strategy to business strategy. Generic information strategies. Components of an information strategy. Strategy formulation and implementation.

**Information Value and IS Investment**

- IS cost dynamics. Budgeting approaches. Investment appraisal methods. Financing alternatives. Strategies for managing and allocating IS/IT costs.

**Organising and Managing the Information Function**

- Locating the information function. Centralised and distributed structures. Internal organisation of the IS function. Commercialising the IS organisation. Managing user-controlled computing.

**IT Product and Service Sourcing**

- Review of internal and external sources. The procurement process. Selection and acquisition methods and criteria. Outsourcing as a resourcing strategy. Facilities management concepts and issues.

**Security Policy and Contingency Planning**

- Managing IT security. Risk analysis and risk management. Specifying and implementing controls. Contingency planning and disaster recovery. Legal issues, including privacy and data protection, copyright and piracy, health and safety

**Managing Technological Change**

- Human factors in IS management. Positive and negative perceptions. Sponsoring change. Ethical issues. The onus on management to protect workers data rights, an employees right to privacy. Computer protection legislation.

**E-Strategy and Management**

- Impact of the Internet. Extranets and Intranets. Globalisation. E-Business. Core E-Commerce concepts and applications.