

## MODULE DESCRIPTOR

|   |   |                          |   |
|---|---|--------------------------|---|
| <b>MODULE TITLE</b>   | Strategic Management of Knowledge and Information Resources |                          |   |
| <b>Module Code</b>  | 44-6923-00L   |                          |   |
| <b>Level</b>  | 6   |                          |   |
| <b>Credit Points</b>  | 20  |                          |   |
| <b>Indicative Assessment Components &amp; Percentage Weightings</b> | Coursework 40%<br>Coursework 60%                            |                          |   |
| <b>Pre-Requisite Modules (if applicable)</b>                        | n/a   |                          |   |
| <b>Delivered according to Standard Academic Calendar</b>            | <b>Long: 2 semesters</b>                                    | <b>Short: 1 semester</b> | <b>Other delivery pattern:</b><br><i>Please specify</i> |
| YES / NO  | YES   | NO                       |   |

### 1 MODULE AIMS

The most valuable assets in any organisation are its people and their knowledge. Recognising this organisations increasingly seek to capture and codify this knowledge in order to enhance customer value and gain competitive advantage. As we do not own the people in our organisations how can we safeguard our intellectual capital and transform it into intellectual assets to ensure our competitive survival long term? Information and communications technologies are one set of the major forces that has moved knowledge management front and centre within organisations. This module seeks to explore the relationship between knowledge management, information and technology in creating strategic value in organisations.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Appraise the relationship between knowledge management, information and technology within a range of industry sectors and organisations
2. Critically evaluate the strategic impact of knowledge and information upon
3. Research emerging issues that impact on the effective management and deployment of knowledge and information within different industry sectors and organisations
4. Develop effective management processes for the deployment of knowledge based assets (e g intellectual capital, intellectual property, supporting technology etc) including all intangibles from which the organisations derives value
5. Evaluate current and emerging technologies that support the deployment of knowledge and information within organisations

6. Critique strategic management methodologies and techniques designed to develop appropriate knowledge management and information strategies within a given organisational context
7. Critically evaluate the impact of knowledge and information change projects on business processes and organisational structures

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The module will be delivered through a series of key note lectures designed to introduce key topics which will be supported by small group seminars.

There will be an element of individual and group research around the key themes which will feed into a number of student led seminar or workshop sessions.

There will be extensive use of case studies and scenarios as the module progresses to enable you to apply your knowledge to organisational contexts and reflect on your learning.

Assessment will take the form of coursework, which will be individual in nature.

#### **ASSESSMENT STRATEGY AND METHODS**

| Task No. | <b><u>TASK DESCRIPTION</u></b> | SI Code | Task Weighting % | Word Count / Duration | In-module retrieval available |
|----------|--------------------------------|---------|------------------|-----------------------|-------------------------------|
| 1        | Coursework                     | CW      | 40%              | 2000 words            | No                            |
| 2        | Coursework                     | CW      | 60%              | 3000 words            | No                            |

### 4 INDICATIVE MODULE CONTENTS / TOPICS

- Strategic impact of and management of data, information and knowledge across a range of industry sectors;
- Information Strategy frameworks and techniques;
- Knowledge management strategy frameworks and techniques;
- Information and knowledge management enabling technologies;
- Ownership of knowledge and control mechanisms;
- Differences in management strategies for tacit and explicit knowledge;
- Management of knowledge based assets including all intangibles from which the organisation derives value;
- Relationship between Intellectual capital, intellectual assets and intellectual property and how these are managed;
- Impact of information and knowledge on strategic positioning and customer value;
- Relationship between Business process reengineering, Information and knowledge and technology projects;
- Change management frameworks and theory;
- Application of strategic analysis frameworks and models to develop management strategies for the above;
- Ethics and governance issues related to the above issues.

## **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

**THIS INFORMATION CAN BE FOUND IN MODULE HANDBOOK AND THROUGH THE MODULE BLACKBOARD SITE.**

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

### **FINAL TASK**

|   |                 |
|---|-----------------|
| <b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b> | <b>Task No.</b> |
|   | 2               |

### **MODULE REFERRAL STRATEGY**

|   |          |
|---|----------|
| <b>Task for Task (as shown for initial assessment strategy)</b> | <b>Y</b> |
| <b>Single Referral Package for All Referred Students</b>        | <b>N</b> |

### **REVISIONS**

| <b>Date</b> | <b>Reason</b>               |
|-------------|-----------------------------|
| July 2012   | Assessment Framework review |
|             |                             |