

## COURSE SYLLABUS

# Information Strategy, 7.5 credits

*Information Strategy, 7,5 högskolepoäng*

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<b>Course Code:</b>	JISR29	<b>Education Cycle:</b>	Second-cycle level
<b>Confirmed by:</b>	Council for Undergraduate and Masters Education Jan 25, 2018	<b>Disciplinary domain:</b>	Technology
<b>Valid From:</b>	Jan 14, 2019	<b>Subject group:</b>	IF1
<b>Version:</b>	1	<b>Specialised in:</b>	A1N
		<b>Main field of study:</b>	Informatics

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. explain the role and responsibilities of information management, strategy and governance in organizational contexts.
2. present the components of an information strategy and their alignment with the overall organizational information architecture and business strategy.
3. explain the basic principles of working with distributed information-related processes and co-created content.
4. describe and analyze the impact of social media and digital transformation on organizational strategies.
5. explain basic concepts and principles of knowledge management and information architecture from an information strategy perspective.

Skills and abilities

6. evaluate an information strategy according to theory and best practices from the praxis.
7. create an information strategy and an organization-wide information architecture based on theoretical frameworks and best practices.

Judgement and approach

8. independently make and assess decisions and choices in information management strategies.
9. properly consider the ethical impact of any information strategy in terms of the way it handles data collection, storage, management, usage, and ownership.
10. critically assess the alignment between organizational strategies and information strategies in the context of the socio-technical environment.

### Contents

The course focuses on information strategy and management in an organizational context. It discusses the historical role of information systems in managing information in organizations and the recent impact of social media and co-production on business strategies. It frames

information strategy as a necessary element for aligning business strategies, technological feasibility, and the pushes and pulls of the social environment. It provides a consistent framework of knowledge management and information architecture methods and tools to support the development and implementation of ethically aware and sustainable organization-wide information strategies.

### **Type of instruction**

Lectures, seminars, supervision, and workshops.

The teaching is conducted in English.

### **Prerequisites**

Bachelor's degree (i.e the equivalent of 180 ECTS credits at an accredited university) with at least 60 ECTS credits in informatics, business administration, computer science, computer engineering, information engineering, or equivalent. Proof of English proficiency is required.

### **Examination and grades**

The course is graded A, B, C, D, E, FX or F.

The course examination consists of an individual written exam for 4 credits and project work carried out in groups through written reports and oral presentations for 3.5 credits.

ILOs 1, 2, 3, 4, and 5 will be examined by means of the written individual exam.

ILOs 6, 7, 8 and 9 will be examined by means of project work.

Registration of examination:

Name of the Test	Value	Grading
Written individual exam	4 credits	A/B/C/D/E/FX/F
Project work	3.5 credits	A/B/C/D/E/FX/F

### **Course evaluation**

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### **Other information**

*Academic integrity*

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and

examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

## **Course literature**

### **Literature**

Gray, D. & Vanderwal, T. (2012). *The Connected Company*. O'Reilly.

Hinchcliffe, D. & Kim, P. (2012). *Social Business by Design*. John Wiley & Sons.

Pearlson, K. E. & Saunders, C. S. (2012). *Strategic Management of Information Systems*. 5th ed. John Wiley & Sons.

Rosenfeld, L., Morville, P. & Arango, J. (2015). *Information Architecture – For the Web and Beyond*. O'Reilly.

Excerpts from textbooks and selected articles will be provided during the course.