

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

<i>Sheet updated: September 2011</i>		
Module code 4018	Module title Strategic Knowledge Management	Module leader Steve Thomas
School which owns module	School of Business	
Programme(s) to which module belongs	MA Business Management (elective)	
Module level 7	Module credits 7.5	Pre-requisites None
Minimum study time 75 hours	Contact hours within normal hours 20	Teaching period October – March
Module content: Information and data. Exploitation of information, communication and technology systems. The role of ICT in customer communication, the digital age. The role of ICT in market research to develop competitive advantage. Using ICT to create and sustain competitive advantage. Strategies for future developments.		
Module outcomes: To achieve credit for this module, students must be able to: <ol style="list-style-type: none"> 1. Demonstrate a knowledge and understanding of the methods by which information systems can be exploited to create competitive advantage. 2. Critically appraise the role of ICT in market research to obtain strategic advantage. 3. Locate and critically appraise data and information from a variety of sources in order to inform the strategic direction of a company. 4. Apply theories and models appropriate to the particular business need. 		
Assessment	Description	Weighting
Coursework	Case study assignment	100%
Key Texts: Students should be familiar with the content of at least one of the following: Laudon, K.C. and Laudon, J.P. (2002). <i>Management Information Systems: Managing the Digital Firm</i> . (7 th edition). Prentice Hall. Robson, W. (1997). <i>Strategic Management and Information Systems: An Integrated Approach</i> . (2 nd edition). Prentice Hall.		