Course Name (English)	INFROMATION TECHNOLOGY FOR COMMUNICATION MANAGEMENT APPROVED
Course Code	CMP604

MQF Credit	3

Course Description	Data, digital technologies and devices drive organisation strategy and operations. This new era of information technology has created by the convergence of social, mobile, big data, analytics, cloud, sensor, software-as-a service and data visualization technologies. These technologies enable real-time insights, organisation decisions and actions. This course examines the role of new information technology in contemporary society and the evolution of media technologies and innovation in organisation as moving towards the era of Fourth Industrial Revolution. Students will utilize and practice with various new media tools and platforms for personal, professional and innovation contexts. This course will also explore best practices in the use of social networks and social media in strategic communication activities. Students will be exposed to the strategic uses of new media and real world case studies illustrating how organisation's strategies increase productivity, improve efficiency , enhance communication and collaboration, and gain a competitive edge through the use of ITs. Topics covered will include data governance strategy, cybersecurity, cloud computing, social media strategies and metrics and how to integrate new media to the advantage of the organisation.

Transferable Skills	Communication skills teamwork skills technical skills

Teaching Methodologies	Lectures, Blended Learning, Presentation

CLO		
	CLO1	Demonstrate social communication through portfolio as innovation towards society and stakeholders
	CLO2	Perform new media skills with ethical and professional values for strategic communication management in organisation.
	CLO3	Discuss issues in new media challenge and innovation within the organisation.
	CLO4	Construct new media strategies as a social media platform.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction: New Media and organisation: Process and factors 1.1) 1.1 Organisation, Communication and New Media 1.2) 1.2 Innovation, Organisation and Diffusion 1.3) 1.3 Organisation, Environment and Individuals 1.4) 1.4 Factors Influencing the Adoption, Implementation, Use and Effects
2. Workplace Demand 2.1) 2.1 Communication Competence in Organisation. 2.2) 2.2 What Goes Wrong While Communication in Organisation? 2.3) 2.3 Challenges of Organisation in the Digital Age
3. Digital Technology Creates New Levers for Growth and Improved Performance 3.1) 3.1 Digital Technology Transforming How Business is Done 3.2) 3.2 Business Process Management 3.3) 3.3 Competitive Advantage and SWOT Analysis 3.4) 3.4 Enterprise Technology Trends 3.5) 3.5 IT Expertise Adds Value to Your Career

4. Data Governance, IT Architecture and Cloud Strategies
4.1) 4.1 Data Governance Strategy
4.2) 4.2 Enterprise IT Architecture
4.3) 4.3 Information and Decision Support Systems
4.4) 4.4 Data Centres and Cloud Computing
4.5) 4.5. Cloud Services Delivery Models

5. Cybersecurity, Risk Management and Financial Crime
5.1) 5.1 Data Breaches and Cybersecurity Challenges
5.2) 5.2 IT Risk Management
5.3) 5.3 Mobile App and Cloud Security Challenges
5.4) 5.4 Financial Crime and Fraud Defences

6. Internet Technologies and Search Strategies
6.1) 6.1 Search Technology
6.2) 6.2 Organic Search and Search Engine Optimization
6.3) 6.3 Paid Search Strategies and Metrics
6.4) 6.4 Semantic Web and Search
6.5) 6.5 Recommendation Engines

7. Social Media Strategies and Metrics
7.1) 7.1 Social Media Strategies and Communities
7.2) 7.2 Social Communities and Engagement
7.3) 7.3 Social Monitoring, Metrics and Analytics
7.4) 7.4 Social Media Failures and Lessons Learned

8. The Intrusive Internet
8.1) 8.1 Snooping on your Email
8.2) 8.2 Spam: Electronic Junk Mail
8.3) 8.3 Spoofing, Phising & Pharming : Phony Email Senders & Websites
8.4) 8.4 Cookies: Convenience or Hindrance?
8.5) 8.5 Spyware- Adware, Browser & Search Hijackers

9. Software: Tools for Productivity & Creativity
9.1) 9.1 System Software
9.2) 9.2 The Operating System
9.3) 9.3 Common Features of the Users Interface
9.4) 9.4 Common Operating Systems
9.5) 9.5 Word Processing Software

10. Cyberthreats, Hackers and Safeguards
10.1) 10.1 Cyberthreats
10.2) 10.2 Some Cybervillians: Hackers & Crackers
10.3) 10.3 Online Safety
10.4) 10.4 How to deal with Passwords

11. Personal Technology : The Future is You
11.1) 11.1 Convergence, Portability & Personalization
11.2) 11.2 Portable Media Players
11.3) 11.3 Tablet Pcs
11.4) 11.4 Smartphones: More Than Talk
11.5) 11.5 Social Media

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Group project on the selected technology use and innovation of new media in organisation related to 'oral communication' which is project presentation and writing report in MQF 4 LOD.	30%	CLO2
	Portfolio/Log Book	Individual assignment / portfolio related to the role of new media usage in organisation require student to gain knowledge to emphasize the attribute of 'social skills' in MQF 3 LOD.	20%	CLO1
	Writing Test	Writing test related to the organisational technology require student to adapt knowledge to emphasize the attribute of 'knowledge' in MQF 6 LOD	30%	CLO3
	Written Report	Written report on organisation platform using social media related to attribute of MQF 2 LOD	20%	CLO4

Reading List	Recommended Text	• **William, B.K & Sawyer. S.C 2014, *Using Information Technology: A Practical Introduction to Computers and Communications*, 11 Ed., McGraw Hill New York** • **E. Turban, Linda, V & Gregory, R. W. 2015, *Information Technology for Management: Digital Strategies for Insight, Action and Sustainable Performance*, 10 Ed., Wiley US** • **Efraim, T & Carol, P. 2014, *Information Technology for Management: Digital Strategies for Insight Action and Sustainable Performance.***
	Reference Book Resources	• **Blanchard.O. 2012, *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation*, QUE Indiana** • **Reynolds. G. 2015, *Information Technology for Managers*, 2nd Ed., Strayer University Cengage Learning** • **Eugenia.S 2018, *Understanding New Media*, Sage Publication UK** • **Levinson, P. 2014, *New New Media*, 2nd Ed., Pearson Boston**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	