

Business Information Management

HIGHER NATIONAL DIPLOMA

商务信息管理

【英】苏格兰学历管理委员会 (SQA)

英文原版

Unit Student Guide

BUSINESS

DE1Y 35



 中国时代经济出版社

SCOTTISH
QUALIFICATIONS
AUTHORITY



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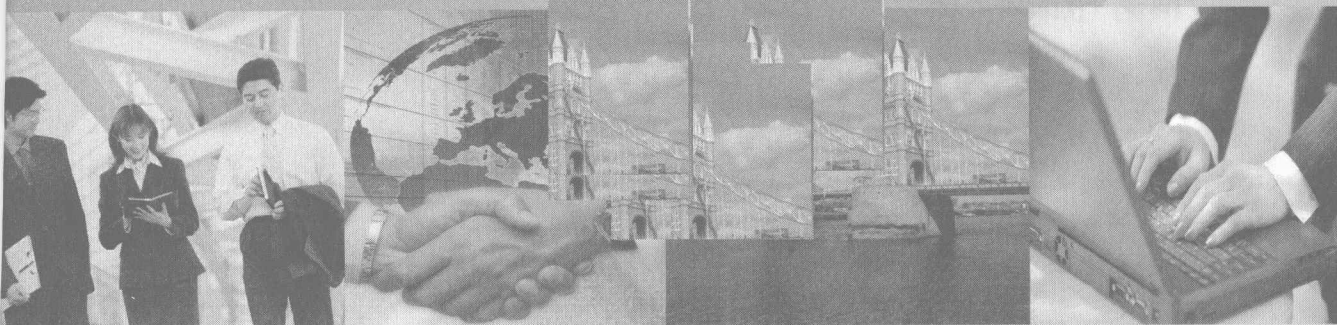
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Business Information Management

商务信息管理

苏格兰学历管理委员会著

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Introduction to the unit

1.1 What this unit is about

This unit DE1Y35 Business Information Management is designed to enable candidates to recognise the importance of information in business for gaining competitive advantage. It examines the technologies involved in supporting the effective provision, management and communication of business information.

1.2 Outcomes

There are three outcomes in this unit:

1. the role of information in business.
2. information systems within an organisation.
3. the impact of ICT on competitive advantage.

1.3 Unit structure

This unit contains the following study sections:

Section number and title	Approx. study time
Section 1: The role of information in business	16 hours
Section 2: Information systems within an organisation	10 hours
Section 3: The impact of ICT on competitive advantage	10 hours

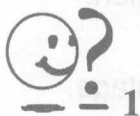
1.4
How to use these learning materials

The materials are designed so that you can work your way through them at your own pace. They contain exercises and activities to help you consolidate your knowledge as you go along. Work through each section in order, carrying out all the exercises as indicated. At the end of each section you will be given a formative assessment for the tutor to assess your understanding of the topic.

1.5
Symbols used in this unit

These learning materials allow you to work on your own with tutor support. As you work through the course, you will encounter a series of symbols which indicate that something follows which you are expected to do. You will notice that as you work through the study sections you will be asked to undertake a series of Self-Assessed questions, activities and tutor assignments. An explanation of the symbols used to identify these is given below.

Self-assessment question



This symbol is used to indicate a Self-Assessed question (SAQ). Most commonly, SAQs are used to check your understanding of the material that has already been covered in the sections.

This type of assessment is self contained; everything is provided within the section to enable you to check your understanding of the materials.

The process is simple:

- you are set SAQs throughout the study section
- you respond to these by writing either in the space provided in the assessment itself or in your notebook
- on completion of the SAQ, you turn to the back of the section to compare the model SAQ answers to your own
- if you are not satisfied after checking your responses, turn to the appropriate part of the study section and go over the topic again.

Remember — the answers to SAQs are contained within the study materials. You are not expected to guess at these answers.

Activity



This symbol indicates an activity, which is normally a task you will be asked to do that should improve or consolidate your understanding of the subject in general or a particular feature of it.

The suggested responses to activities are given at the section 7.

Remember that the SAQs and activities contained within your package are intended to allow you to check your understanding and monitor your own progress throughout the course. It goes without saying that the answers to these should only be checked after the SAQ or activity has been completed. If you refer to these answers before completing the activities you cannot expect to get maximum benefit from your course.

Tutor assignment — formative assessment



This symbol means that a tutor assignment follows. These are found at the end of each study section. The aim of the tutor assignment is to cover and/or incorporate the main topics of the section and prepare you for unit (summative) outcome assessment.

2

Other resources required

There are no other resources required for this unit, although you may wish to extend your knowledge through reading textbooks relating to the topics previously specified in the outcomes section.

3

Assessment information

3.1 How you will be assessed

You will be assessed by means of a case study and a set of extended response questions for each of the three outcomes. Your response for each assessment should be approximately 500 words. You will have access to the case study prior to the assessment. The assessments are open book and will take place at the end of each outcome.

3.2 When and where you will be assessed

Assessment will be carried out in a controlled, supervised environment. Your tutor will give you the exact details.

3.3 What you have to achieve

For each assessment, you will need to demonstrate that you can evaluate the topic through your understanding of a prescribed number of the knowledge and/or skills elements involved.

3.4 Opportunities for reassessment

Normally, you will be given one attempt to pass an assessment with one reassessment opportunity.

Your centre will also have a policy covering 'exceptional' circumstances, for example if you have been ill for an extended period of time. Each case will be considered on an individual basis and is at your centre's discretion (usually via written application), and they will decide whether or not to allow a third attempt. Please contact your tutor for details regarding how to apply.

4

Section 1: The role of information in business

4.1

Introduction to this section

What this section is about

This section describes how important information is to a business. It is a key resource for both people who work within the organisation and people who are involved with the organisation from outside. Information comes in different forms, and different functions and managers require specific information in different formats. It must be easily accessible and communicated through the correct channels. A good organisation will have an information strategy to ensure that information is kept securely and used appropriately.

Outcomes, aims and objectives

1. To gain an overview of the reasons why information is a key business resource.
2. To distinguish between the types, nature, sources, forms and desirable characteristics of information.

3. To identify the information requirements of different functions and levels of management.
4. To describe the ways in which information flows within the organisation.
5. To compare the methods of communicating information.
6. To appreciate the need for an information strategy, which should support the overall business plan.

Approximate study time

You should spend no longer than 16 hours on this section.

Other resources required

No other resources are required for this section, although you may wish to look up relevant textbooks to investigate some topics in more depth.

4.2

Assessment information for this section

How you will be assessed

You will be assessed at the end of this section. This will be your first assessment and will cover all the work you have done in Outcome 1. It will be based on a case study and is open book, but it must be carried out