

Weekly Program

In the weekly program we show you a **work distribution for the subject contents through the weeks of the module.**

	Units	Activities (10 points)
Week 1	Unit 1. Introduction to Strategic Management of Information 1.1. Organizational environment. What is the goal of the organization? 1.2. Organizational metaphors 1.3. Information, knowledge, application	Participation and discussion in the forum during the whole course (1 point)
Week 2	Unit 1. Introduction to Strategic Management of Information (cont.) 1.4. Predictable and unpredictable. To manage means to decide. 1.5. Vision, mission and goals. Business Processes, KPI's 1.6. Business intelligence (DataWareHouse, OLAP) 1.7. Bibliographical References 1.8. Master Class	Test Unit 1 (0,25 points)
Week 3	Unit 2. Who. Roles and transformations 2.1. Stakeholders. Identification and relation management. Adding value 2.2. Knowledge – methodology and application 2.3. Knowledge ready – structures and users. Transforming data into knowledge	Case: Knowledge Management at Accenture (2,5 points)
Week 4	Unit 2. Who. Roles and transformations (cont.) 2.4. Explicit and tacit knowledge. Johari's window and readiness to change 2.5. Involvement – sharing and contributing. Group wisdom and professional community 2.6. Context, communication process, statement lifecycle, janitor John, tailoring language. Epic vs. elevator speech 2.7 Master Class	Test Unit 2 (0,25 points)
Week 5	Unit 3. Knowledge Management value chain 3.1. Information entities. Taxonomy 3.2. Information and knowledge lifecycle 3.3. Information ownership and quality 3.4. Information management strategy 3.5. Master Class	Test Unit 3 (0,25 points)
Week 6	Unit 4. Community and Knowledge 4.1. Social tools 4.2. Lessons learned 4.3. Versioning and topicality	Case: Introducing electronic management of information in health services (2,5 points)
Week 7	Unit 4. Community and Knowledge (cont.) 4.4. From knowledge era to era of relations 4.5. Identify, analyse, propose, decide 4.6. Consequences of implementing knowledge bases 4.7. Bibliographical References 4.8. Master Class	Test Unit 4 (0,25 points)

	Units	Activities (10 points)
Week 8	<p>Unit 5. Decision-making. Agility and stability</p> <p>5.1. Art of management, art of understanding. ERP class applications 5.2. Leadership. Human face of business policy 5.3. ERP Extended: CRM, SRM, SCM, Mobility, E-Business</p>	
Week 9	<p>Unit 5. Decision-making. Agility and stability (cont.)</p> <p>5.4. Orchestration and harmonization. Balance between authority and group wisdom 5.5. Dashboard and consequences of data governance 5.6. Bibliographical References 5.7. Master Class</p> <p>Unit 6. Practical approach to introducing tools supporting strategic management of information</p> <p>6.1. Introduction 6.2. Analysis phase and defining customers' requirements 6.3. Usual obstacles and resistance factors</p>	<p style="text-align: center;">Test Unit 5 (0,25 points)</p> <p>Case: Target Systems: Challenges and Opportunities in the Electronic Health Information System Arena (2,5 points)</p>
Week 10	<p>Unit 6. Practical approach to introducing tools supporting strategic management of information (cont.)</p> <p>6.4. Key success factors, quick wins 6.5. Market overview of top tools available 6.6. Implementation and post implementation phase 6.7. Master Class</p>	<p style="text-align: center;">Test Unit 6 (0,25 points)</p>
Week 11	Exams Week	