

INTERNATIONAL PROFESSIONAL MANAGERS ASSOCIATION - UK



INFORMATION COMMUNICATION TECHNOLOGY EXAMINATION SYLLABUS

EXAMINATION SUBJECT AND SYLLABUS FOR PROFESSIONAL PART 2

This programme is designed to include:

An extension of the studies undertaken for Professional Part 1, but in greater depth

- A consideration of the mechanisms and strategies to achieve desired management goals and objectives
- A practical understanding of corporate management policy and the management of change as related to the route undertaken (that is General Management, Marketing or Computing)
- A carefully supervised major project in an area of activity relevant to the participant's chosen employment; and

Entry Qualifications to this programme are the completion of the International Professional Managers Association Professional Part 1 qualifying examinations or a recognised Master's Degree or equivalent.

Exemptions may be considered from individuals with significant work experience at senior executive level

No exemptions will be granted from the Case Studies examination of the Professional Part 2 qualifying examinations.

EXAMINATION SUBJECTS

1. Computer Systems Management
2. Internet Application Development
3. Strategic Business Management
4. Contract Law

COURSE CONTENTS

COMPUTER SYSTEMS MANAGEMENT

Course Aims

- To equip the student with the managerial skills to control effectively the computer system function for the organisation
- To understand the need for compliance with intellectual copyright
- To undertake financial analysis for new computer systems and information technology investment

Learning Outcomes

At the end of the course the student will have the ability to:

- Understand the objectives and need for effective Computer Systems Management including the organisation of the computer department of the organisation
- Develop procedures to plan and control the Computer Systems Services for the organization
- Evaluate Hardware and Software requirements for the organization
- Develop procedures for the acquisition of hardware and software
- Develop effective systems for implementing computer security
- Develop and design effective procedures and systems for the acquisition and deployment of new computer systems
- Apply financial analysis methods and techniques for the evaluation of new computer systems including the financing of computer systems
- Understand outsourcing

Course Syllabus

- Computer Management
 - Role of Computer Systems Manager
 - Organisation of Computer Services for the organisation
 - Centralisation and Decentralisation of Computer Services
 - Designing Globalised Computer Services.

- Organisation Structure
 - Principles of Organisation
 - Function roles of staff within a Computer Services Department
 - Responsibilities of staff within the Computer Services Department
- Hardware
 - Criteria for Hardware selection
 - Financing hardware
 - Supplier Evaluation and selection
 - Hardware maintenance processes
 - Audit of hardware equipment within the organisation.
 - Designing layout and installation requirements
 - Safety considerations.
- Software
 - Principles and the regulatory framework of intellectual copyright
 - Procedures concerning intellectual copyright and licensing
 - Financing Software acquisition.
- Computer Security
 - Development of computer security procedures and policies
 - Evaluation of risks
 - Procedures for data and software security.
- Facilities Management
 - Outsourcing
 - Employment and deployment and terms of co-location and hosting for web services.

Recommended Text

Book Title -: Principles of Information Systems (8e)

Author -: Stair & Reynolds

Publisher -: Thomson Course Technology

ISBN No -: 1-4239-0119-3

INTERNET APPLICATION DEVELOPMENT

Course Aims

- To provide the student with the basis for the development of a fully working e-commerce website of his/her choice
- To develop the e-commerce website programme to designed and approved programme specifications

Students taking this course must have completed the Advanced Programming at the Advanced Diploma level or an equivalent course.

The Syllabus has been designed to enable the students to acquire the skills necessary for the development of a fully working e-commerce website. Acquisition of programming competence in HTML, XML, Java script, Flash, Photoshop, PHP and MySQL are recommended for the successful completion of the project. Students may, if they wish, include their own selection of programming development and web site development tools.

NOTE: This course does not require a formal examination. Students taking this course have to deliver, at an agreed date, a completed and documented working website.

Students taking this course have to be registered to enable their work to be uploaded to our servers for their development and for our assessment.

Learning Outcomes

At the end of the course the student will have the ability to:

- Develop a fully operational website to agreed specifications
- Develop a database application for the web
- Use and apply graphical tools for website development
- Place the website into various Internet and web search engines

Course Syllabus

- Web Design
 - Introduction to the Internet
 - Creating a Basic Web Page
 - Cascading Style Sheets
 - Attributes, Lists and Tables
 - Images, Links and Multimedia
 - Web Page Design and Layout
- Programming and JavaScript
 - Objects and Variables
 - Functions and Parameters
 - Forms and Interactive Server
 - Performing Calculations
 - Increasing the Interactivity
 - Loops and Arrays
 - Strings, Dates and Cookies
 - Custom Objects: Creating and Searching a Database
 - JavaScript with Frames and Windows
- PHP
 - Basics of Server-Side Scripting.
 - Conventions in PHP.
 - Embedding PHP into HTML Pages.
 - Understanding Variables.
 - Using Data from a Form.
 - Passing Information through a Form and Links.
 - PHP with Forms and Cookies.
 - Session Cookies.
 - Arrays. Creating own functions
 - Checking User-Entered Data for Required Fields.
 - Files, Strings, and Mail.
 - File Processing Functions.
 - String Functions.
 - Installing MySQL.
 - Setting up PHP with MySQL.
 - SQL Queries.
 - Setting up a Database.
 - Basic SQL Queries.
 - Inserting, modifying, deleting Data
 - Putting Content into Database with PHP.

- Getting Content out of Database with PHP
- Using Multiple Data Tables.
- User Authentication.

Recommended Text

Book Title -: Electronic Commerce (7e)

Author -: Gary Schneider

Publisher -: Thomson Course Technology

ISBN No -: 13 978-0-273-70752-3

STRATEGIC BUSINESS MANAGEMENT

Course Aims

- The key objective of strategic management is to enable the organisation to match its skills, attributes and capabilities to the business environment. This critical matching is the key to organisational effectiveness leading to the achievement of organisational objectives
- To provide the student with the requisite skills of strategic analysis, development of strategic options and choices and the understanding of techniques for strategic decision making.

Learning Outcomes

At the end of the course the student will have the ability to:

- Develop awareness of the need for strategic management
- Understand and apply the tools and techniques for effective strategic analysis
- To develop range of strategic options to achieve competitive advantage
- To develop and implement strategic management decisions

Course Syllabus

- The nature of corporate strategy and its role in different contexts
- Analysis of strategic approaches and developments as practiced by different organisations
- Brief introduction to organisational culture and their impact on strategic issues
- Power structures within organisations, stakeholder expectations, influences of the financial markets
- Business ethical issues and social responsibilities and their impact on strategy
- Corporate mission statements
- Corporate objectives and policies
- Strategic business units and functional areas
- Gap analysis
- The Global dimension to strategic management
- The Business environment
- Political, economic, social and technological issues
- Industry analysis, threat of entry, power of suppliers and buyers. substitutes, extent of competitive rivalry
- Competitive analysis
- SWOT analysis
- Value chain analysis
- Cost analysis
- Portfolio analysis
- Comparative analysis
- Assessment of the balance of resources
- Skills analysis and core competencies
- Generic strategies, market based strategic options, alternative strategic development, customer strategy
- Sustainable competitive advantage, value chains, portfolio analysis, Experience curves. Generic strategies. PIMS data. Leaders and followers. New entrant responses. Market equilibrium, Channel

strategy. Assessment of existing methods. Distributor relationships.
Securing distribution

- Evaluation methods
 - Decision trees
 - Scenarios
 - Sensitivity analysis
 - Financial ratios
 - Funds flow
 - Break even
 - Comparison with objectives
 - Joint Ventures
 - Acquisitions. Mergers. Alliances
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- Planning and allocating resources
 - Planning and budgeting process
 - Organizational structure
 - Structural types
 - Central and decentralized control, influence of production process and technology, environmental influences, international issues
 - People and systems, rewards, training and development, organisational culture

Recommended Text

Book Title -: E-Business and E-Commerce Management (3e)

Author -: Dave Chaffey

Publisher -: Prentice Hall

ISBN No -: 13 978-0-273-70752-3