



Unit:
Information Systems and Knowledge Management
Assignment
Summer 2019 – Summer 2022

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You must read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Click on 'Policies & Advice' on the main menu and then click on 'Student Support'.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate knowledge and skills you have acquired throughout the course of this module by producing a 4,000 word, fully referenced, academic report that addresses the tasks given below. In order to complete the assignment, you will need to choose an appropriate organisation to research.

Choosing an appropriate organisation (referred to as YourOrg in these notes)

Step 1: select an industry in which you are interested. For example, commercial airlines, commercial banking, fashion retail, food retail, beauty, IT, publishing, hospitality, leisure and tourism, automotive, construction, insurance, pharmaceutical, film, oil and gas, mining, sport etc.

Step 2: select an international business in that industry. A feature of these sorts of organisations is that they tend to have a reliance on information and knowledge as part of their product offering and span a range of different market segments. You may choose a specific brand of a larger group, but avoid drifting between brands as this may complicate your research.

Step 3: Ensure that the main activities of your organisation (YourOrg) include the majority of the following:

- Manufacture and/or creation and maintenance of products or services
- Communication with and management of relationships with business partners, clients, stakeholders
- Brand management and promotion in a variety of different markets
- Management of operating costs
- Managing customers
- Managing legal requirements
- Research and development of new products and/or processes
- Selling and distribution/logistics
- Project management/ specialist technical services

It is assumed that YourOrg will have a wide range of needs to manage information and knowledge because of the variety and complexity of their activities.

Researching YourOrg

You can use web resources to enable you to understand the context in which YourOrg operates.

Do not limit yourself, however, to web-based sources of information. You should also use academic, industry and other sources.

Research and make notes on the following:

- Current information and knowledge management systems
- Current Information and knowledge management challenges

Example

Consider the Formula One motor racing series run under the auspices of the Federation Internationale de l' Automobile (FIA). This is a business that comprises an alliance of many organisations; racing teams, motor racing venues, the governing body (FIA), advertisers and sponsors of the individual teams etc. Information and knowledge management is important for all of these stakeholders. The racing teams constitute the 'brands' and the activities and business of a single team could be used as a focus for the assignment. The team is a business with income from sponsors and prize money and expenditure on conducting a campaign of 20 races at venues throughout the world annually

Sources of information on this business include;

The FIA Website <https://www.fia.com/>

The formula 1 series website <https://www.formula1.com/>

Autosport (one of the principle news organisations for motor sport worldwide) <https://www.autosport.com/f1>

You could also access individual team sites such as;

<https://www.mercedesamgf1.com/en/mercedes-amg-f1/>

<https://www.williamsf1.com/>

The current information and knowledge management challenges for Formula One include things such as:

- Supporting the design team with information and knowledge gained as result of testing and racing
- Managing logistics efficiently including race support and maintaining supply chains
- Gaining, maintaining and managing relationships with sponsors
- Operational support of information needed by the race engineering team to help set up cars and fix faults with them
- Managing historical data of races and car performance
- Controlling cost of office, marketing, hospitality and other supplies
- Keeping track of all car components and spare parts, including histories of use
- Management of competitor information that the team is able to collect by observation or deduction during racing and testing.

*Do **NOT** use Formula One as the basis of your assignment. This is just an example. You must choose the organisation yourself.*

Assignment notes

You are to produce a single, 4,000 word academic report that covers the questions laid out below. You must also include a 200 word overview of YourOrg and a Bibliography/ references section neither of which are included in your word count.

Assignment

Clearly identify and give a 200 word overview of YourOrg at the beginning of your assignment. You will not be marked on this overview nor is it included in your word count, but it is a mandatory part of your assignment and will give your examiner the context they need to assess your work.

Task 1

25 marks

Critically evaluate how the current information systems and knowledge management approaches of YourOrg allow them to meet their strategic aims and contribute to their overall success. Use supporting evidence from your research into YourOrg.

Task 2

25 marks

Apply appropriate tools and techniques introduced in the unit to create a clearly articulated ISKM strategy for YourOrg. Focus on a particular area or part of the business where you consider the current information and knowledge management strategy can be improved over the short and long term.

(e.g., in the Formula One example above, you could concentrate on one of the teams, or on a particular racing circuit)

Task 3

25 marks

Produce a plan, using appropriate methodologies, to deliver the ISKM strategy you have identified. Pay close attention to resource and investment requirements.

Task 4

25 marks

Critically discuss how strategic alignment and capability maturity models might be applied to ensure the continuing effectiveness and good governance of your ISKM strategy over time.

Guidance

Consult with your tutor if you are uncertain about any aspect of the assignment.

You should apply theory to the case study at all stages. In other words, you must provide contextualisation of information and knowledge, etc. in the organisation, analysed through the application of relevant literature. It is not enough to just describe the case study organisation and cite links to a website.

Submission requirements

- A single word-processed document containing all material pertaining to all tasks.
- The word count is **4000 words**, not including the appendices.
- The document should be properly structured as an essay with a bibliography (online and literature sources) and appendices (where necessary). Refer to the Assignment Presentation Requirements for more information (see front cover).
- Produce clear and specific reasoning to justify answers.
- An electronic copy of the document must be submitted to NCC Education by email using this address: level7assessments@nccedu.com
- Work that contains viruses, or work that cannot be run directly, will result in a fail grade being awarded for this assessment.

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents *What is Academic Misconduct? Guidance for Candidates* and *Avoiding Plagiarism and Collusion: Guidance for Candidates* and ensured that you have acknowledged all the sources that you have used in your work?

Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**

Have you ensured that your work has not gone over or under the recommended word count by more than 10%?

Have you ensured that your work does not contain viruses and can be run directly?