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Dublin Business School
In conjunction with

Liverpool John Moore's University

MSc in Information & Library Management

Information Architecture (IA) LM697

Assessment Details

Module Lecturer: Dr. Shazia Afzal
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COURSEWORK (ASSIGNMENT) SPECIFICATION

Course: MSc in Library & Information Management

Year/Semester: 2012

Module Title: Information Architecture   **Module Code: LM697**

Module Leader: Dr. Shazia Afzal   **Email: Shazia.afzal@dbs.ie**

Date Assignment given out: 09-10-2013

Latest date for Submission: 23-12-2013

Percentage of overall module marks allocated to the assignment: 100%

Assignment Title: Writing a report for the description given below in the Course Work section.

Course Work (100 Marks)

The module is assessed by coursework which consists of two components: a report and several practical exercises.

1. Report: 3000 words (85 Marks)

A rapidly growing company has hired you as an *Information Manager* to develop an effective *information management system.* Currently, the company is facing serious problems due to the lack of standardized information management procedures. Some of the problems faced by the company include difficulty in retrieving relevant information, repetition of information, lack of common subject terms and standards for products documentation inside the company and externally with customers. As a solution to the problems senior management has hired you to apply the principles of information architecture for information management.

The company's information management system should improve with your help in number of ways. Some of those are given below:

- Reduction of information finding cost

- Reduction of issues related to finding wrong information

- Increase in product awareness

- Improvement in knowledge sharing

- Reduction in reliance on documentation

- Reduction in duplication of effort, etc.

You as information manager are required to write a report in a standard business style. Your report should include the following components:

1. An explanation of Information Architecture for senior management in the said scenario, explaining the technical issues where relevant; It should include blue prints, wireframes, etc. as required.

2. An explanation of the business benefits to your chosen company by the use of IA principles;

3. Detailed and relevant worked examples to enhance your explanations, with annotation and interpretation. These examples should include

    1. Terms for thesaurus using relevant thesaurus notations (at least 8);
    2. Metadata applied to digital resources (at least two);
    3. XML applied to data/resource.

The examples should be your own work, relevant to your chosen topic and should be used to explain the concepts and their importance. You should include the examples in your report at appropriate places in text or in appendices. Extra credit will be given to the students that exceed expectations.

Your work must be submitted in report format including

- A cover page

- A good hierarchical structure

- Table of contents

- Content pages

- Numbered pages, tables and figures

It is a good practice to use other's work (for example books, papers, etc) while writing a report. It shows your knowledge and awareness of the work done in your area of study. At the same time, you should acknowledge other's work by including proper references. You must include references of any source or material (used for your report) to avoid any instances of plagiarism. Your report should include references from the literature using the Harvard referencing system; guidelines to use Harvard style are given in *Referencing Guidelines* available on Moodle. Dublin Business School penalises for any form of Plagiarism or academic impropriety as it is considered a serious offence. ***If your report***

shows any instances of plagiarism then your report and grades will be withheld until further investigations.

1.1.   Presentation of Work

- You are required to present your work in class. Presentations are scheduled for Week 12.

- Each student must present their assignment using PowerPoint slides. The purpose of presentation is to explain the concepts described in report.

- Each presentation should last 10-15 minutes, including time for questions at the end of the presentation.

2.   Lab Work: Practical exercises (15 Marks)

You will complete several lab exercises to develop necessary skills essential for this module. The exercises will be completed with the progression of work on module. You are required to include these exercises with short explanation in appendix to the report.

3.   Breakdown of Marks:

3.1.   Report (85 Marks)

- Executive Summary --- 5 marks

- Structure, writing style and references --- 15 marks

- Explanation of concepts---15 marks

- Overview of business benefits--15 marks

- Worked examples---25 marks

- In class presentation---10 marks

3.2.   In-lab practical exercises (15 Marks)

- Range of exercises undertaken --7 marks

- Quality of work (e.g. completeness of activities, evidence of understanding, etc.) -- ---8 marks

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Instructions to students

1. The report must be completed individually by each student.
2. All parts of assignments should be submitted to your subject/course page **on Moodle by the above date.**
3. It is your responsibility to ensure your file is uploaded correctly.
4. Students are required to retain a copy of each assignment.
5. When an assignment is submitted, it is the student's responsibility to ensure that the file is in the correct format and opens correctly.
6. Where the assignment is word processed it should be typed in MS Word, double-spaced, in Times New Roman, portrait page, size 12.
7. Assignments that exceed the word count will be penalised.
8. If the assignment is in another format please adhere to instructions from your lecturer.
9. Students should refer to the assessment regulations in their Course Guide.
10. DBS penalizes students who engage in academic impropriety (i.e. plagiarism, collusion and / or copying). Please refer to the referencing guidelines on Moodle for information on correct referencing.
11. All relevant provisions of the Assessment Regulations must be complied with penalties for late submission on assignments are as follows:
    25% penalty for assignments submitted *within 5 working days* of the deadline.
    No marks for assignments submitted *more than 5 working days* after the deadline.
12. Extensions to assignment submission deadlines will be granted in exceptional circumstances only. The appropriate "*Application for Extension"* form must be used and supporting documentation (e.g. medical certificate) must be attached. Applications for extensions should be made directly to the Head of Year or Module Leader **in advance** of the deadline date.

    Note. When you submit your assignment you will be asked to click on a button which will declare the following:

    By Submitting this assignment I confirm that I am aware of DBS policy regarding cheating, plagiarism and all other forms of academic impropriety. The coursework submitted is my own or my group's work, and all other sources consulted have been

appropriately acknowledged.   I am aware that in the case of doubt an investigation will be held.

13. Include a electronic **cover sheet** with the following details on the next page.

Electronic Assignment Cover sheet

Please fill out and attach as the first page of Assignment.

Student (s) Number as per your student card:

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Course Title:

Lecturer Name:

Module/Subject Title:

Assignment Title:

No of Words:

Note technical support is available to student between **0930- 1700 hrs only**. There is no technical support after 1700 hrs. It is your responsibility to ensure that you allow time to troubleshoot any technical difficulties by uploading early on the due date.