ICT292 Information Systems Management

# Workshop 06: Information Management Strategy

Each of the topics in this unit has elements of a running case study that involves either Bright Spark Amy’s Candles, or Match Lighting. These three organisations are all involved in the lighting industry in some way. Bright Spark is a retailer that sells light fittings. Amy’s Candles is a small business that grew out of Amy’s hobby of making candles for her friends and family. Match Lighting is a manufacturer of light fittings. We will follow these three businesses as we move through the unit. In each topic, we will use them to further examine how the theory is applied in a real-world scenario.

## Aims:

At the completion of this Workshop, you should be able to:

* Explain the link between business processes and the strategic plan
* Identify the components of an information management strategy
* Develop various of the components of the information strategy

This Workshop contributes to the following Topic Learning Outcome:

* Describe the purpose of an information management strategy
* Explain an approach to formulating an information management strategy
* Prepare a plan to implement an information management strategy

## To be prepared for this Workshop, you will need to have:

* Read Chapter 6 of Cox
* Watched/listened to the lecture recordings
* Prepared some answers for the questions below so you are in a position to contribute to the class/group discussion.

## Introduction

In this Workshop, you will be discussing Amy’s Candles. In order to complete the activities below, you should ensure that you have read the scenarios in Chapter 6 of the text.

### Activity 1

1. Define the business processes that Amy needs to support the critical success factors for objective 3 shown in Table 6.5. Identify the information required for each of the business processes.
2. Identify the similarities and differences between the information management strategies shown in Figures 6.3 and 6.4.
3. Develop an Information Management Strategy for Amy’s Candles.