Creighton University

COURSE:	ITM 789 Enterprise Content and Collaboration Management
TIME:	Thursday, 6:00 to 9:30 PM
PLACE:	BA110
INSTRUCTOR:	Dr. George Royce
OFFICE:	Room BA 426 and at UNO PKI Room 367. See my website for a map to UNO PKI. My site is: http://roycesite.com/george
OFFICE HOURS:	Before or after class by appointment and regularly my hours are 5-6 PM on Friday afternoons and 9-11 Saturday mornings (check my website http://roycesite.com/george if times are adjusted).
PHONE and IM:	Home: 216-0414 leave a voice message if I am not there. Cell phone is 312-7929 if urgent. You can also connect with Skype: gkroyce, and gtalk or my gmail. I also use Microsoft IM (george.royce@live.com). I prefer IM over email if you are comfortable with IM but email is acceptable.
E-Mail	**georgeroyce@creighton.com or george.royce@gmail.com**

Course Description:

Companies are dealing with an explosion of content they must manage. Years ago paper documents, phone calls, voice mails and emails were the primary document types in many companies. Today businesses use rich content websites including Flash and Silverlight based content, wikis, blogs, instant messaging, text messaging and even facilities like Twitter as forms of communications and knowledge sharing. Multimedia such as digital images, videos and recorded Webex like sessions are common place. Engineering firms also have CAD documents. The medical field has a variety of medical documents images including X-Rays, X-ray computed tonography (CT), magnetic resonance imaging (MRI), PET and many more. The medical field is being challenged to move to more effective electronic medical records management. Documents and images must all be effectively managed as records or assets of the enterprise throughout their lifecycle. This records management is being mandated by a number of laws coming from the organizations like the SEC and recent regulations like Sarbanes-Oxley, HIPAA and the HITECH Act.

The goal of this course is to give students skills and conceptual foundation necessary to manage various forms of content within an enterprise. Students will learn and use models and processes to identify and evaluate various forms and content within an enterprise and determine the best processes and technologies to manage this content.
Students will receive hands on experience with a variety of content systems including Microsoft SharePoint, blogs, and wikis to better understand the capabilities and limitations of these systems Students will also review case studies to understand best practices in effectively managing many different document and media types and will have a project in which they will recommend the processes and technology needed to effectively manage documents within an organization. Students will develop the plan to carry out the project along with the CBA, and the change management/communication plan for the project.

Prerequisites

ITM 731

Objectives:

After taking this course, a student will, among other things, be able to:
1. Identify various forms of content within the enterprise and appropriate systems that can be used to manage this content.
2. Perform a content audit within a company.
3. Develop as-is and to-be business process models for the management of all forms of content within a company. Create the most efficient model for the to-be process using workflow modeling principles.
4. Create appropriate measures of success for a pilot of a content management or collaboration technology.
5. Describe the impact of XML and the emerging content management metadata standards and how this will impact the creation and management of the life-cycle of content over time.
6. Describe the impact of software and social media on the enterprise. This includes the use of internal and partner facing enterprise social media. Also describe how companies can benefit from mining customer, employee and partner interactions on the web.
7. Create and customize a Microsoft SharePoint site to effectively manage the life cycle of documents in a number of businesses. This requires little if any programming knowledge. If you can develop a spreadsheet you can do this.
8. Develop a project proposal, project plan, cost/benefit analysis and total cost of ownership model for a document and/or content management system. Create the change management / communication management plan for this project.

Text:

Much of the information and research will be done on the internet and using online information databases. However, students are encouraged to acquire:

Implementing Electronic Document and Record Management Systems by Azad Adam. ISBN-13 is 978-0-8493-8059-4

Grading:

Activity	Date Due	Points
Class discussion, participation and virtual presentations	November 10th[h]	80
Assignment 1 – Enterprise Content and Collaboration Management – Case study –Check out HBR for Case studies as well as other sources	September 15th	90
Assignment 2 – Content Centric Business Process Design	October 13[h]	70
Assignment 3 – Participation in Enterprise Content and Collaboration Blog Management	October 27th	100
Assignment 4 –Enterprise Content Management and Collaboration Project	November 3rd	170
Participation Activities/Exercises in Each Class: XML, Eforms, Mashup and Content Portal	November 3rd	90
1st Quarter Exam	September 29th	200
2nd Quarter Exam	November 10th	200
Total		**1000**

Virtual Presentations

Due to the limited amount of class time and the large number of topics to cover, you will be asked to listen to one or more "virtual presentations" which include slides with audio in a Flash presentation on my website. You will also be asked to answer questions about these presentations in Blueline.

Class Policies:

Late Assignments: 2% deduction per day late. Assignments will not be accepted after a week late.

Cheating – If you copy another person's work in whole or in part, you will receive no credit for the assignment. If you allow your work to be copied by another person, you will receive no credit for the assignment. Two such incidents can result in a failing grade for the course.

Class Outline:

Class 1   **August 25th**
Topics: Introductions / Review Class Policy and Assignments / Introduction to Enterprise Content Management

Class 2   **September 1st**
Topics: Value of HTML/XML, E-Forms, SharePoint Part 1
Readings Covered In This Class: Adam Chapters 1 and 2

Class 3   **September 8th**
Topics: Document and Content Audit, Document and Content Systems, SharePoint Part 2.
Readings Covered In This Class: Adam Chapters 3

Class 4   **September 15th**
Topics: Impact of Rich Media and Collaboration Technology on Enterprise Content and Records Management
Readings Covered In This Class: Adam Chapters 4
Assignment 1 Due – Case Study

Class 5   **September 23rd**
Topics: Search Engines, Project Approach to Content Applications including CBA and TCO. Enterprise Collaboration using Social Software
Readings Covered In This Class: Adam Chapters 5, 13

Class 6   **September 29th**
Topics: Integrating content systems into line of business applications, Corporate Compliance, Enterprise Content Management Projects including building and Scoring and RFP
Readings Covered In This Class: Adam Chapters 14-17
Test 1

Class 7   **October 6th**
Topics: Workflow and BPM, Project Management in Content Projects, Begin Security of Documents
Readings Covered In This Class: Adam Chapters 8, 9

Class 8   **October 13th**
Topics: Security of B2B documents, Content Audits and Knowledge Management.
Readings Covered In This Class: Adam Chapters 10-12
Assignment 2 Due – Content Centric Business Process Design

No Class on October 20th – Fall Break

Class 9   **October 27th - Virtual Class**
Topics: Change Management and Integrating Line of Business Systems with Document Systems,
Readings Covered In This Class: Adam Chapters 4
Assignment 3 Due - Discussion Board and Commentary on Enterprise Content and Collaboration Management

Class 10   **November 3rd**
Topics: Medical Record Management, Compliance, Scenario planning and the future of documents.
Assignment 4 Due – Class project
Participation Activities – All Exercises Due

Class 11   **November 10th**
Topics: Present Projects
Test 2 - Final Exam