UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International Diploma in Management
Professional Level

MANAGING INFORMATION **4245/01**

Core Module Valid between 1 January 2008 and 31 December 2008

READ THESE INSTRUCTIONS FIRST

You should read the assignment carefully.

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be no more than 3000 words. Marks will be deducted from assignments that exceed the word limit.

This document consists of **4** printed pages.

UNIVERSITY *of* CAMBRIDGE
International Examinations

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Managing Information – Core Module

Title: Customer and Supplier Information Management

Your start point for undertaking this assignment is to familiarise yourself with the module syllabus and the associated objectives and competence criteria so that your understanding and application of them will be a strong feature of your submitted report.

For this assignment you should work with your own organisation or one that is familiar to you. Describe the organisation, its purpose, products and/or services and the department or project you work for (or the department/project you have selected) and your involvement with it. In particular, identify examples of internal and external customers and suppliers in your department or project.

Describe the types and format of the data/information that are exchanged between your department or project and its customers and suppliers. Differentiate between qualitative and quantitative information as well as IT-based and non-IT based information and explain the importance of such information to the success of your chosen area, your department/section/project as well as the organisation as a whole.

Identify and list the different types and sources of data/information that are used in your department or project to communicate with its customers and suppliers.

Describe how data/information is processed in your department or project and any specific requirements for providing data/information, including house styles or protocols. Describe the information systems used to process data/information relating to customers and suppliers. Outline how these systems work and what processes are taken to review their effectiveness and efficiency in terms of operation of the systems. Also explain why, when and how information is disposed of or archived.

Describe how data and information about customers and suppliers are stored and recorded in your chosen area. Explain why these are kept and who has access to them. Describe the procedures for confidentiality, security and protection and how such procedures comply with legislation.

Differentiate between IT-based and other information systems in your organisation or department and explain how IT is used across/throughout the organisation for the purposes of communication. Suggest improvements in the way data/information are managed in your area or organisation.

Identify key data/information that you need to obtain in the day-to-day communication with customers or suppliers in your chosen area, including both IT and non-IT sourced information.

Evaluate this information for:

- Sufficiency

- Validity

- Currency

- Authenticity

- Accuracy

- Security

Summarise your findings and draw conclusions about the reliability of the data/information sources and of the systems for processing data/information. Identify areas that could be improved.

Select some information that you need to present to your customers or suppliers. Analyse the different methods you could use to present this information and select the most appropriate, justifying your decision.

Using all the information that you have now gained, write a short report making recommendations for change in the way communication and information handling are managed between your department or project and its customers or suppliers.

Prepare appropriate materials to present your research and report findings at a meeting with suitable and relevant people. Arrange the meeting and devise and distribute the agenda. Lead the meeting and present your findings verbally, encouraging discussion. Obtain and record feedback from those at the meeting on:

- The feasibility of your proposal(s)

- The effectiveness of your presentation

- The effectiveness of your listening and questioning skills.

Reflect on the meeting and the feedback you received and write a short report reflecting on the effectiveness of your meeting and possible improvements that you would make to your proposals for change, your presentation and your communication skills.

It is important when submitting your report that the feedback from colleagues indicates an appropriate level of competence for study/work at this level.

You must include in your assignment report all documentation, notes and materials generated from each stage of the study including the written feedback from the meeting.

You are not expected to include confidential information on your organisation, its personnel or performance.

In writing the report, you should adopt an appropriate business format and show how knowledge and understanding of managing information have been applied in line with the module syllabus.

At the start of your assignment report, indicate the number of words, which should not exceed the maximum permitted amount of 3000 for the main body of the report.