UHI Millennium Institute

MODULE DESCRIPTOR (AD3)

This document provides detailed information on the module named below. It will be updated as necessary when modifications to the module are approved. Modules are allocated to a Subject Network not a programme, and may be accessed by students studying on different programmes

INFORMATION SOCIETY AND RURAL DEVELOPMENT

a) Aims

To provide students with a clear insight into the application of ICT in rural areas to create social and economic development. A secondary aim will be to analyse current global trends and the related infrastructure which

b) Intended learning outcomes

- Demonstrate an understanding of the underlying global trends which have recently enabled new ICT developments in rural areas;
- Identify and explain the advantages of rural locations for locating out-sourced business applications;
- Explain the key (soft and hard) infrastructure required to enable development programmes;
- Explain the European strategic policy frameworks designed to assist this developing sector;
- Provide a critical analysis of ICT as a rural development tool.

c) Indicative content

This module will specifically enable students to develop their knowledge and understanding of ICT development trends and opportunities in the rural European context.

The course will examine the recent trends and developments which have led to the current development momentum in the rural areas of Europe, illustrating content by examining up to date case studies of relevance. The course will also examine and consider the pre-requisites for development via ICT in rural areas and will explore both the pros and cons of this new rural industry.

The factors that promote change and development in the information society will be identified and the interplay between them examined. Analysis of these will draw on students' knowledge and understanding of the economic, environmental and socio-cultural background of rural areas, and develop their understanding of the constraints and opportunities in the information society.

Finally the course will investigate the developing strategic policy context of rural ICT development at the EU level

d) Mode(s) of delivery and support for teaching and learning

Face-to-face	0 hours or	… %
Video-conference	0 hours or	… %
Supported online learning	40 hours or	… %
Self-directed learning	110 hours	… %
Total activity	150	100%

e) Assessment

Presentation - 45%,
Website Review - 45%,.
Contribution to discussion board - 10%

f) Key learning resources

Reading List (All books available on UHI E-Books)

Essential:

Theories of the Information Society
Written By: Webster, Frank
Published By: Routledge
Published In: 2006

Recommended:

Social Software and Web 2.0 Technology Trends
Written By: Deans, P. Candace
Published By: IGI Global
Published In: 2009

Reshaping Your Business with Web 2.0
Written By: Casarez, Vince; Cripe, Billy; Sini, Jean; Weckerle, Philipp
Published By: McGraw-Hill Publishing
Published In: 2008

Information Technology and Economic Development
Written By: Kurihara, Yutaka; Takaya, Sadayoshi; Harui, Hisashi; Kamae, Hiroshi
Published By: IGI Global
Published In: 2008

Broadband in Europe: How Brussels Can Wire the Information Society
Written By Maldoom, Dan; Marsden, Richard; Sidak, J. Gregory; Singer, Hal J.
Published By: Springer
Published In: 2005

Internet Marketing
Written By: Chaffey, Dave; Ellis-Chadwick, Fiona; Mayer, Richard; Johnston, Kevin
Published By: Pearson Education UK
Published In: 2006

Elearning: The Key Concepts
Written By: Mason, Robin; Rennie, Frank
Published By: Taylor & Francis
Published In: 2006

g) Additional background information

Tutorials will be supported by web-based learning resources and guided study provided by on-line contact (individual e-mail and computer conferencing).

h) Specialist resource requirements

- internet access to web and e-mail facilities
- access to a PC and printer access to on-line library resources