Module Code: COMP H2034

IT Business Management

Brief: Assignment 1 – Case Study

Issue date: 19ᵗʰ February 2025
Submission date: 14/03/2025 *11pm (no late submissions accepted)*

Assignment Brief

This is a problem-based learning (PBL) assignment. During the process of completing this assignment, you will learn theoretical and practical knowledge of business modelling. In this assignment, you are required to demonstrate that you have learned and understand the processes involved in researching an (ICT) company and compiling a case study including the various topics therein. Additionally, students are expected to demonstrate a high level of paper writing skills.

This assignment is worth 40% of your total mark for this module.

Resources

Resources are not limited to the list below; you **must** also source your own materials for this assignment.

1. Written work guidelines
2. Referencing guidelines
3. Lecture notes
4. Additional reading found through your own research (remember to cite all)

Submission guidelines

You are required to submit your assignment in latex format via Moodle as a pdf document.

Marks will be deducted for not doing the above.

Name the document using the following convention:
<studentnumber> <assignment1>. doc e.g. **b0001234assignment1.doc**.

Deliverables

- Your document must be approx. **2000** words for the submission

Students are expected to use the **written work guidelines** and **referencing guidelines** on Brightspace. Marks for this assignment are going for using the correct <u>formatting </u>and correct <u>referencing</u> as laid out in these documents. Assignments not following these guidelines will have marks deducted.

The deadline for the case study is **14/03/2025** except in very exceptional circumstances reports will not be accepted after this date and time. Where a student cannot provide proof of exceptional circumstances, late submissions will carry a 10% penalty for each day later than the specified submission date.

Academic Honesty Any work you submit must contain your significant contribution. Any help you receive from another must be acknowledged in the work submitted. Failure to acknowledge the source of a significant idea or approach is considered plagiarism and will result in a zero grade for your report. You are advised to review the College Policy on plagiarism, which is available on the TU Intranet. This document will be put through TurnnitIN and a ChatGBT checker. A detection of plagiarism will result in a grade of zero and a record of plagiarism.

Document Layout

Write at least a **2000-word** case study (research papers only) based on an IT company of your choice. You <u>MUST</u> use the headings laid out in the document structure below. (the word count is on the material created in the list and DOES NOT include the table of contents, declaration of authorship or reference list etc., its purely on the content of the work listed in sections a-h below)

1. **Document structure/Layout:**
   a. A summary of the company (History, Founder, Mission and Vision Statement)
   b. Identify the product/service/target market
   c. What makes it unique/different
   d. Identify the key competitors
   e. Conduct a SWOT analysis for the company
   f. Are they leaders/followers in their specific industry
   g. What is their planning and strategy for improvement?
   h. Do they have a particular culture that they adhere to within their organisation – discuss why you think this works and what you think is a good culture to adopt within an organisation and in particular IT (research outside your chosen organisation here for discussion if necessary)

2. **Document formatting: (latex/overleaf ONLY)**
   a. Include a title page, table of contents, and bibliography

    b. The document should be of a professional standard. No structural, spelling or grammatical mistakes

    c. Use the document formatting laid out in the written work guidelines document.

    d. Again, the document should be of a professional standard.

3. Referencing:

    a. Include a reference list at the end of your document, including any references you cited throughout your document.

    b. If you used a fact, statistic, anecdote or similar… you must cite it in the text so the reader can trust your work (83% of all statistics are made up on the spot)

The specification for this CA will be discussed weekly in Lab time.

Questions and feedback will be dealt with in lab time by the lecturer.

Lab time is there to carry out the tasks identified during the lecture and a space to work on this assignment so use the time wisely.