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Faculty of Engineering, Environment and Computing
206CDE Real World Project

Assignment Brief 2020/21

Module Title: **Real World Project**	**Individual/ Group**	Cohort **SepJan2021**	Module Code **206CDE**
Coursework Title (e.g. CWK1): **CW1**			Hand out date: **02/11/2020**
Module Leader: **Dr Matthew Hocking**			Due date: **26/11/2020**
Estimated Time (hrs): **200 Hours** Word Limit*: **5,000**	Coursework type: **Individual & Group Report**		% of Module Mark **100%**
Submission arrangement: **online via Aula**. File types and method of recording: **pdf, odt, docx** Mark and Feedback date (DD/MM/YY): **14/01/2021** Mark and Feedback method: **written, via TurnItIn**			

Module Learning Outcomes Assessed:

1. Demonstrate an ability to work both individually and within teams to deadlines. Show evidence of planning and apply professional and interpersonal skills so as to communicate effectively, both verbally and in writing.
2. Demonstrate understanding of the requirements of potential future employers and institutions offering graduate level employment and/or industrial placements, and to formulate medium term plans for enhancing their employability and academic development.
3. Identify and practice established principles within the students' programme of study. Apply and express the underlying concepts and principles outside the context in which they were first studied, including where appropriate, the application of those principles in a work context.
4. Effectively communicate information, arguments and analysis in a variety of forms. Demonstrate a commitment to undertake further study and develop existing skills.
5. Demonstrate an awareness and ability to apply social, professional, legal and ethical standards as documented in professional codes of conduct of computing & IT professional bodies. e.g. BCS

Coursework (100%) consisting of:

- a portfolio of work highlighting the individual's involvement in and contribution to the project (70%, ILOs 1,3,4,5);
- a portfolio of materials for a job application appropriate to the individual's field of study (30%, ILOs 1,2,4,5).

Task and Mark distribution:

1. Employability Portfolio

As an individual, identify three job opportunities with different employers. Conduct research into one of the employers and their recruitment process and use what you find to tailor a covering letter and curriculum vitae that could be used to apply for the position.

a. Job Opportunities [10 Marks] See Marking Rubric

As an individual, identify three job opportunities with different employers, suitable for an industrial placement or new graduate in your field of study. Conduct research on one of the employers in preparation for making an application for the position.

You should include a plain text copy of each of the three job opportunities identified along with a summary of your research into the employer in your submission. Typical research might include: identifying the company's products, policies, mission statement, and core values; and should include preparation for their recruitment process and potential interview questions. Make sure to reference your sources when summarising your research.

b. Job Application [20 Marks] See Marking Rubric

As an individual, prepare a one page covering letter and two page curriculum vitae applying to the position with the employer you researched. Annotate your covering letter and curriculum vitae to explain how you have used your research to tailor your application to the employer.

You should include your annotated covering letter and curriculum vitae in your submission. Make sure to spend time refining your application; recruiters receive a lot of applications and it is critical to make a good impression. Ensure you clearly explain how you have used the research to improve your application in your annotations.

2. Group Project

Your group will bring to a pre-prototype state a piece of software leveraging chatbot technology, based on the botkit.ai platform. The software should:

i) Provide an application or service in a market sector of your choice, which addresses the use case for your selected user personas;

ii) Use a web interface to interact with the user, augmented with machine to machine, real world sensor, voice, or natural language processing communication depending on your application.

iii) Be accompanied by engaging promotional material to advertise the product to best effect.

The best projects build on the skills you already have while challenging you to learn something new; they provide an opportunity to demonstrate a wide range of skills from the initial investigation of the problem to the delivery of a prototype solution.

a. Project Contribution [50 Marks] See Marking Rubric

The group project is to be produced by all team members. In the early stages of the project, team members should be assigned tasks which will then be measured against completion on the project dashboard.

i. The product will be developed following the Sprint Product Development framework. This has five stages. Each stage should be documented by the team to comprise:

• team meeting records; • completed stage documentation; • project dashboard showing tasks and progress of tasks.
(5 * 10 Marks)
ii. Once the project is underway, each team will be invited to give a presentation during one of the module's timetabled sessions. This presentation gives the team an opportunity to get feedback from the lecturer about their progress through the product development process.

b. Project Showcase [20 Marks] See Marking Rubric
As an individual, prepare three pages showing off your work on the project. You should include: a page introducing the project and your final prototype; a page summarising your contribution to the project and the skills you have developed; and a one page project post mortem, which reflects on and evaluates the project.
(1,000 words)

Help and Support:
Please do not hesitate to get in touch with the Module Leader if you need further support or clarification.

Notes:
1. You are expected to use the Coventry University Harvard Referencing Style. For support and advice on this students can contact Centre for Academic Writing (CAW).
2. Please notify your registry course support team and module leader for disability support.
3. Any student requiring an extension or deferral should follow the university process as outlined here.
4. The University cannot take responsibility for any coursework lost or corrupted on disks, laptops or personal computer. Students should therefore regularly back-up any work and are advised to save it on the University system.
5. If there are technical or performance issues that prevent students submitting coursework through the online coursework submission system on the day of a coursework deadline, an appropriate extension to the coursework submission deadline will be agreed. This extension will normally be 24 hours or the next working day if the deadline falls on a Friday or over the weekend period. This will be communicated via email and as a CUMoodle announcement.
6. Assignments that are more than 10% over the word limit will result in a deduction of 10% of the mark i.e. a mark of 60% will lead to a reduction of 6% to 54%. The word limit includes quotations, but excludes the bibliography, reference list and tables.
7. You are encouraged to check the originality of your work by using the draft TurnItIn links on your Moodle Web.
8. Collusion between students (where sections of your work are similar to the work submitted by other students in this or previous module cohorts) is taken extremely seriously and will be reported to the academic conduct panel. This applies to both coursework and exam answers.

9. A marked difference between your writing style, knowledge and skill level demonstrated in class discussion, any test conditions and that demonstrated in a coursework assignment may result in you having to undertake a Viva Voce in order to prove the coursework assignment is entirely your own work.

10. If you make use of the services of a proof reader in your work you must keep your original version and make it available as a demonstration of your written efforts.

11. You must not submit work for assessment that you have already submitted (partially or in full), either for your current course or for another qualification of this university, unless this is specifically provided for in your assignment brief or specific course or module information. Where earlier work by you is citable, i.e. it has already been published/submitted, you must reference it clearly. Identical pieces of work submitted concurrently will also be considered to be self-plagiarism.

Marking Rubric

Assessment Criteria & Weighting	Fail (0-39%)	Marginal Pass (40-49%)	Good (50-59)	Very Good (60-69%)	Distinction (70+)	Exceptional (80+)
Job Opportunities (10 Marks)	Document fails to include all required sections. Information presented is irrelevant to the report. Structure and presentation are poor.	Short description of the Job Advertisements. Some relevant company background material is included.	Full information from Job Adverts including role requirements and person specification. Evidence of reading and/or background company research beyond the minimum recommended.	Comparison of the job descriptions and person specifications. Demonstration of an understanding of theories, concepts and issues relating to job applications. Application of reading and/or background company research beyond the minimum recommendation.	Critical comparison of the job descriptions and person specifications. Identify critical success factors against which the application will be measured. Demonstration of a thorough understanding of theories, concepts and issues relating to job applications. Application of reading and/or research which links to critical success factors..	An original and imaginative approach to investigating and researching the job adverts.. A comprehensive application of theories, concepts and issues relating to job applications. Fully embedded application of wide-ranging reading and/or research.
Job Application (20 Marks)	Document fails to include all required sections. Information presented is irrelevant to the report. Structure and presentation are poor.	Short description of the job application. Some relevant CV and covering letter materials.	Full information from Job Adverts including role requirements and person specification. A full CV tailored to the job, and covering letter.	Description of the job description and person specification. Fully specified work packages which are linked with a detailed schedule. Demonstration of theories, concepts and issues relating to job applications. Application of reading and/or research beyond the minimum recommendation.	Critical analysis of the selected job description and person specification. Identify critical success factors against which the application will be measured. Demonstration of a thorough understanding of theories, concepts and issues relating to job applications. Application of reading and/or research which links to critical success factors	An original and imaginative approach to investigating and researching the job application process. A comprehensive application of theories, concepts and issues relating to job application, CV and covering letter. Fully embedded application of wide-ranging reading and/or research.
Group Project (50 Marks)	Document fails to include all required sections, or they are incomplete.. Information presented is irrelevant to the report. Structure and presentation are poor.	Required project sections are present and complete. Secondary project materials are missing or incomplete.	Required project sections are present and complete, including individual contributions to project material. Secondary project materials present, including work breakdown structure and/or responsibility assignment matrix..	Description of the project process in addition to required project sections being present and complete, including individual contributions to project material. Secondary project materials present, including work breakdown structure and responsibility assignment matrix.. Demonstration of theories, concepts and issues relating to product prototyping and/or application of reading and/or research.	Critical analysis of the project process in addition to required project sections being present and complete, including individual contributions to project material. Secondary project materials present, including work breakdown structure and responsibility assignment matrix.. Demonstration of an understanding of theories, concepts and issues relating to product prototyping and/or application of reading and/or research.	An original and imaginative approach to investigating and conducting the project process. A comprehensive application of theories, concepts and issues relating to the project, the project process, and the underlying technologies.. Fully embedded application of wide-ranging reading and/or research
Project Showcase (20 Marks)	Document fails to include all required sections. Information presented is irrelevant to the report. Structure and presentation are poor.	Required content is present, but poorly structured or insufficient in length.	All three sections of the showcase are present, with convincing detail in reflective and contribution sections.	Description of the overall project and individual contribution, and effective reflective assessment of the project. Demonstration of an understanding of theories, concepts and issues relating to the area of the individual's project contribution. Application of reading and/or research beyond the minimum recommendation.	Comprehensive critical analysis of the project process, the individual's applied skills and reflective conclusions Application of wide-ranging reading and/or research beyond the minimum recommendation.	An original and imaginative showcase of reflection and applied technology. A comprehensive application of theories, concepts and issues relating to reflection and the project's technologies.