**Practical 01: ICT Industry - Company Report**

**Title**: The ICT Industry

**Purpose**: To develop awareness of the ICT Industry

**References**: <http://biz.yahoo.com/p/s_mktd.html>

<http://www.software.ie/>

<http://www.nasdaq.com/>

**Look for other useful websites**

**Task**:

1. Team exercise – create a ‘network’ map of the ICT Industry showing its major sectors. Use a whiteboard and markers - take a photo of the mind map when finished.
2. Individual task 1 - create a ‘1Pager’ summary of three of the leading companies. Microsoft Power Point should be used for the 1 pager. A sample and a template of the 1 pager is available on Moodle.
3. Individual task 2 - select one of the three companies for a report. You must not select a company that has already been selected by another member of the class. You can 'reserve' your selection by adding a reply to the message entitled "**Lab1 Reserved Companies**" in Moodle. Write a detailed company report (Word document) under the following headings as minimum:

* Overview of the Company.
* Company Structure.
* Products.
* Geographical Locations (what parts of the operation are located where)
* Revenues (by geography if possible)
* Company presence in Ireland (locations, personnel)
* Innovation (latest products, inventions, R&D locations, R&D spend)
* Competitors (Market share vs competitors, competitor risk)
* Major threats to the company (from competitors, legal/litigation etc)
* Conclusion

Take some time to explore the overall position of the ICT Industry – understand its scope, how big it is etc.

**Instructions**:

1. Work in a class team for the 1st part and as individuals for the second and subsequent parts.
2. Complete this practical in 2 sessions. Note that independent work outside of these sessions is required.
3. Upload the mind map of the ICT industry to MOODLE (photo of the whiteboard)
4. Upload 1 pager to MOODLE (MS Powerpoint only)
5. Upload the Company Review to MOODLE (MS Word only)

**Note: Upload individual files - do not upload ZIP files.**  
GRADING : Attendance at both practical sessions is required.