

Module Descriptor

Module Title	Introduction to ICT and Entrepreneurship (ADC_03)
Module Pre-requisites	None
Module Co-requisites	None
Credit Value	2
Duration	45 hours (total student effort)
Proposed QF Emirates Level	5

Module Description

This module provides learners with the knowledge and skills required to:

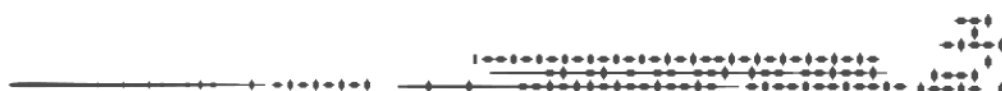
1. Analyze the contemporary ICT practice within the context of the Emirates.
2. Analyze the role of computing and information technology in the digitization of enterprise.
3. Analyze and present research findings.
4. Integrate ICT practice in the development of a knowledge economy.
5. Develop characteristics of an entrepreneur.

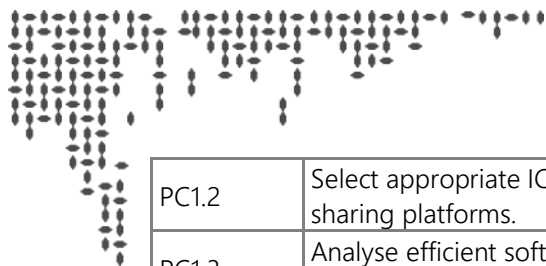
Alongside the formal teaching, students are presented with additional supplementary resources to support their learning. These include lecture slides (PowerPoint format), course notes (Word format), and pointers to additional external resources for independent inquiry.

Learning Activities and Assessment that make up the Total Learning Hours for this Module.	Face-to-face classes	Skills Practice	Self-Directed	Assessment
	15 hours (total) Distributed over 5 weeks	10 hours (total). Distributed over 5 weeks	10 hours (total). Distributed over 5 weeks	10 hours (total). Distributed over 5 weeks

Module Learning Outcomes, Performance Criteria, and Evidence Requirements

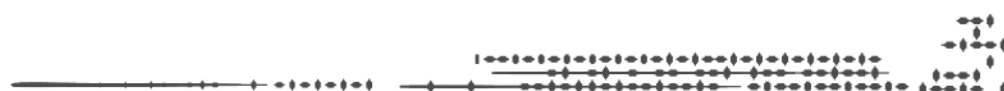
Outcome 1	Analyse and discuss contemporary ICT and software development practices in the Emirates.
Performance Criteria: <i>i.e. How will the learners demonstrate that they have achieved the module learning outcomes?</i> <i>Performance criteria describe the activities, knowledge, skills and understanding required to demonstrate achievement of the learning outcome. See page 104 of the Q+NOS Guidelines for instructions on how to write performance criteria.</i>	
PC1.1	Develop ICT abilities to use ICT appropriate platforms and programs components.

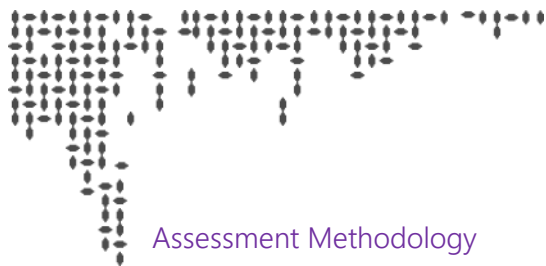




PC1.2	Select appropriate ICT tools for hardware, software, communications, and online data sharing platforms.
PC1.3	Analyse efficient software development practices for planning, design, development, testing, deployment and maintenance.
PC1.4	Discuss the best modern software development processes (agile, incremental, iterative).
Specific evidence requirements critical for achieving this Module Learning Outcome	
A case study on innovative ICT and entrepreneurship practices (and software development / project management) in the Emirates	

Outcome 2	Recognise the role of digitalisation in enterprise development and growth.
Performance Criteria	
PC2.1	Address the competitive advantages of digitalisation in enterprise development.
PC2.2	Identify the benefits of digitalisation in enterprise.
Specific evidence requirements critical for achieving this Module Learning Outcome	
A case study on innovative ICT and entrepreneurship practices (and software development / project management) in the Emirates	
Outcome 3	Demonstrate knowledge of entrepreneurship
Performance Criteria	
PC3.1	Identify the traits of entrepreneurship using thematic analysis
PC3.2	Analyze the incentives and motivations of entrepreneurship using thematic analysis.
PC3.3	Identify and evaluate the environmental factors that best facilitate entrepreneurship in the Emirate using a SWOT analysis.
Specific evidence requirements critical for achieving this Module Learning Outcome	
Submit and present a coherent business proposal	
Outcome 4	Demonstrate awareness of ICT, entrepreneurship in the innovation process and enterprise development.
Performance Criteria	
PC4.1	Identify opportunities for innovation combining ICT and entrepreneurship in a defined context (such as e-commerce, gaming, entertainment, and social media).
PC4.2	Recognize the importance of digital technologies in enterprise development.
Specific evidence requirements critical for achieving this Module Learning Outcome	
Submit and present a coherent business proposal	





Assessment Methodology

Assessment	Weighting	Solo/Group
Case Study	40	Solo
Business Proposal (written proposal)	40	Group
Business Proposal (Pitch to potential investors)	20	Group

Case Study

The case study requires students to explore and apply their thinking to a specific context. And requires research and analysis of up-to-date development / practice.

Business Proposal

The Business proposal requires an analysis of entrepreneurial traits and environmental factors, and require students to evaluate, synthesise and communicate these findings coherently to form a credible 'pitch'.

This assessment task requires effective group work

Grading Structure

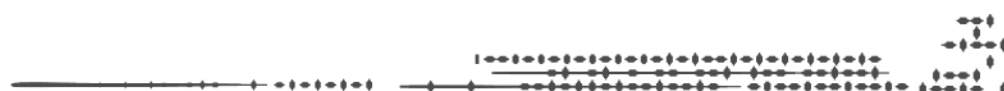
The following grading structure is used:

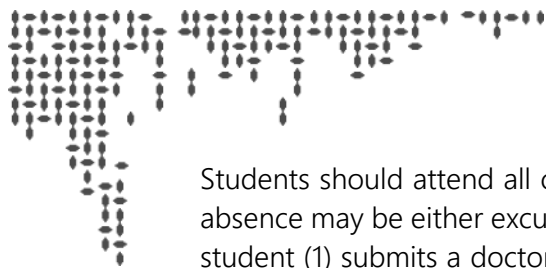
Grade	Percentage
Distinction	$\geq 85\%$
Credit	70 – 84%
Pass	60 – 69%
Fail	$< 60\%$

Attendance Policy

Attendance at all class sessions is required.

a. Absence Policy





Students should attend all class sessions, but sometimes absences may be unavoidable. An absence may be either excused or unexcused. Excused absences will be permitted only if the student (1) submits a doctor's note, or (2) has obtained prior permission from the faculty to miss a specific class period.

Students who have twenty percent (20%) unexcused absences from the regularly scheduled class meetings (2 unexcused absences) will be deemed to have withdrawn from the module and the Academic Department will send the student a letter stating that he or she will automatically be issued a "withdrawal" grade at the end of the module session.

b. Punctual Attendance Policy

Students should be punctual in their attendance of class. At the faculty's discretion, a student arriving more than 30 minutes late may be refused admission to the class; but, whether admitted or not, the student WILL be marked as an "Unexcused Absence" from that class session. A student will be marked as a "Late Arrival" if they arrive more than 10 minutes after the start of the class period but less than 30 minutes after the start of that class period.

Policy for late submissions

Unexcused late submissions will incur a penalty of 10% of the total possible grade for each day.

Late submissions may only be accepted if the student has a valid reason and has communicated to the faculty in advance or by presenting a doctor's note. In these circumstances, the faculty has the responsibility to accept the late submissions and reschedule the student's formal presentation.

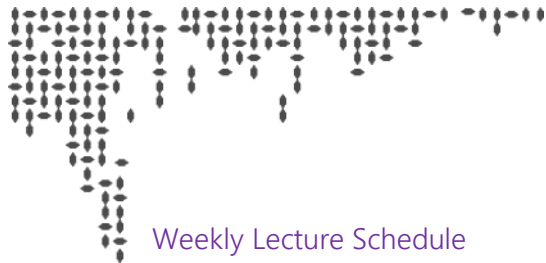
Academic Integrity and Plagiarism Policies

Each student enrolled in a module at 42AD agrees that he/she consents to the submission of all required papers for textual similarity review to any commercial service engaged by 42AD to detect plagiarism. Each student also agrees that all papers submitted to any such service may be included as source documents in the service's database, solely for the purpose of detecting plagiarism of such papers.

Plagiarism is the appropriation of all or part of someone else's works (such as but not limited to writing, coding, programs, images, etc.) and offering it as one's own. Cheating is using false pretences, tricks, devices or deception to obtain credit on an examination or in a module. If a faculty member determines that a student has committed academic dishonesty by plagiarism, cheating or in any other manner, the faculty has the academic right to:

- 1) fail the student for the task, quiz, project and/or exam
- 2) fail the student for the module
- 3) bring the student up on disciplinary charges through the student affairs office.





Weekly Lecture Schedule

Introduction to ICT & Entrepreneurship	
Week 1	Introduction to disruptive technologies (AI, Machine Learning, IoT, Cloud Computing, ...etc) and their roles in enterprise digitalization.
Week 2	Understand Systems Development Life Cycle (SDLC) and its role in developing new software applications and business information systems.
Week 3	Introduction to entrepreneurship, entrepreneurship traits, motivations, and environmental factors that best facilitate entrepreneurship (SWOT Analysis)
Week 4	Developing successful business ideas: ideas creation, feasibility analysis, and business models
Week 5	Developing a business plan: importance of business plan, elements of a business plan, presenting business plan to investors.

