

ADC_03 Introduction to ICT & Entrepreneurship

A Case Study on Innovative ICT & Entrepreneurship Practices in the Emirates

Module Information

Module Name:	Introduction to ICT and Entrepreneurship
Module Code:	ADC_03
Module Date:	October 2024 — November 2024
Lecturer Name:	Hazim Jarrah

Assessment Specification

Assessment Name:	Case Study
Assessment Number	1
Assessment Weight:	40%
Assessment Type:	Solo
Submission Due Date:	15 Nov 2024

Learning Outcomes

This assessment covers ADC_03 Learning Outcomes 1 and 2 as detailed below. Students are expected to be able to:

Learning Outcome(s)	Assessment 1 Weightings and Marks
1) Analyse and discuss contemporary ICT and software development practices in the Emirates.	20% (20 Marks)
2) Understand the role of digitalization in enterprise development and growth.	20% (20 Marks)
Total Weightings and Marks	40% (40 Marks)

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General Instructions

- If you have any inquiries or do not understand the requirements of the assessment, please consult your lecturer.
- Students are required to submit a **soft copy** of the assessment on **Teams**.
- **Late submissions** will be penalised 10% per day.
- Follow below **naming convention** for the assessment document: [Student First & Last Name] _ [course code] _ [AssNo].docx (e.g., Hazim Jarrah_ADC03_1.docx)
- **Originality:** Information in each section needs to be original information. If students have copied sections from sources (even if it is referenced correctly) and it is not in their own words, marks will be deducted. Students are required to put all information sourced from any source into their own words or paraphrase it.
- **Referencing:** It is expected students will provide a well referenced assignment with authoritative sources of all information which is obtained in a source e.g., newspapers, web page, academic journal, article, any book, or textbook as well as any other internet source, using the
- APA Referencing style. Facts included in the plan must also be linked to the appropriate reference using in text citations. A list of references must be included at the end of the report.

Assessment Description

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This case study requires students to explore and apply their thinking to a specific enterprise in the Emirates. And it requires research and analysis of up-to-date development / practice.

In this digital age, organizations are leveraging disruptive technologies not only to enhance their productivity and business growth, but also to deliver value to customers and enhance their experience. The Emirates is one of the countries that are the world leaders in government technology maturity according to the World Bank's GovTech Maturity Index 2021. This index measures the maturity levels of digital transformation and reliance on modern technology in government work in 198 countries. The Emirates has explored and adopted various disruptive technologies at unprecedented rate in order to enhance the government services provided and to create a space of innovations. Examples of these disruptive technologies include, but not limited to, APIs, Blockchain, Cloud Computing, IoT, and AI. Many organisations in the Emirates have taken active steps in adopting and exploring the applications of these technologies in their business.

In this assessment, you are considered as a digitalization consultant in one of these organizations. You are required to conduct your own research individually about the digitalization in your chosen organization. In your report, you should provide a brief description about the chosen organization and the services/products it provides. Further, you should identify the key disruptive technologies that have been implemented and discuss their importance in supporting the organization business. It is also required to analyse the key challenges they were facing during the adoption process and to evaluate the development practices used in your chosen organization to adopt these technologies. Finally, you should provide recommendations for deployment of existing/ new technologies in order to improve the performance of your chosen organization.

Format for Assessment 1 – Case Study

1. Cover Page: Module name, code, your name, submission date, and case study title (The digitalization in "Your Chosen Organization Name": A Case Study)
2. Table of Contents
3. Introduction: overview about the chosen organization and the services it provides.
4. Key Disruptive Technologies and their Importance
5. Digitalization and Software Development Practices and Challenges
6. Digitalization and Software Development Recommendations
7. Conclusion
8. References
9. Appendix

Standard Format for your report:

- Margins: 2.5cm
- Line Spacing: 1.5
- Use Arial font, size 12 for body and 14 for headings
- Insert footer (ADC_03, your name, ID number, and Page number),

Marking Criteria

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Judgment Criteria	Fail	Pass	Credit	Distinction	Marks
Analyse and discuss contemporary ICT and software development practices in the Emirates.	Does not show any appropriate critique and analysis of the development practices in the selected organization. Most of the content are not relevant to the requirements.	Some critique analyses but not including all perspectives as required. Some contents are relevant to the requirements.	Adequate critique to analyze the development practices in the chosen organization. Most contents are relevant to the requirements.	Excellent ability in analyzing and discussing development practices in the chosen organization. All contents are well-established and applied in an excellent manner.	
20 Marks	0-11	12 -13	14-16	17 - 20	
Understand the role of digitalization in enterprise development and growth.	Minimal contextual and critical understanding of role of digitalization in the development and growth of the chosen organization. No coherent and focused ideas.	Some understanding of role of digitalization in the development and growth of the chosen organization but lack of focused ideas.	Good understanding of role of digitalization in the development and growth of the chosen organization. Coherent articulations of the ideas.	Comprehensive and critical understanding of role of digitalization in the development and growth of the chosen organization. Excellent ideas with coherent and detailed articulations.	
20 Marks	0-11	12-13	14-16	17 - 20	
Writing competency: correct spelling, punctuation, and grammar. Presentation style and quality including cover page, introduction, main body, conclusion, and referencing with appropriate use of page headings, subheadings, and page numbers. The use of correct APA referencing.	Writing and presentation quality is poor, numerous grammatical and spelling errors apparent. Presentation style is not appropriate to discipline. Not appropriate use of page headings, subheadings, and page numbers. Referencing is poor and sources are not credible.	Writing and presentation quality is acceptable, few grammatical and spelling errors. Presentation style is appropriate to discipline. Appropriate use of page headings, subheadings, and page numbers. Referencing is adequate.	Writing and presentation quality is good. Minor grammatical and spelling errors apparent. Presentation style are good. The use of page headings, subheadings, and page numbers are good. Word count is in the range. Referencing is acceptable.	Writing and presentation quality is excellent. No grammatical or spelling errors apparent. Presentation style are excellent. Style is exemplary. Referencing is excellent.	
* For each section, marks can be deducted for spelling and grammar issues, poor presentation style, and inappropriate use of references.					