**BTEC Assignment Brief**

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| **Qualification** | | Pearson BTEC Higher Nationals in Information Technologies |
| **Unit number and title** | | Unit 1: Professional Practice in the Digital Economy |
| **Learning aim(s)** | | Explore the evolution and impact of digital technologies on work environments (LO1)  Examine the importance of professional development for career success (LO2)  Demonstrate a range of transferable and communication skills used for effective problem solving (LO3)  Review ways in which feedback can be used to support professional development planning and role in the workplace (LO4) |
| **Assignment title** | | Digital transformation plan |
| **Assessor** | | Ulugbek Yusupov |
| **Issue date** | | December 5, 2024 |
| **Hand in deadline** | |  |
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| **Scenario or Context** | | *Task*  A hypothetical company overview switching from traditional business model to digital one using a pre-planned project of transformation.  ***Task Description***  *Students will analyze the project planning of* a company-*THiNKuz*, specialized in teaching IT subjects. The company is transitioning from a traditional business model to a digital-first approach. The aim is to ensure its graduates either start successful careers or launch their own businesses in the digital space. The company’s transformation plan is built around digital technologies, which require a deep integration of problem-solving skills, innovative methods, ethics, and effective communication tools. As part of this transformation, THiNKuz will also need to address issues such as professional development, branding, and the ethical considerations of AI and automation.  *Criteria* P1: Investigate the evolution of digital technologies.  P2: Explain the impact of digital technologies on work environments.  P3: Examine the key benefits of ongoing professional development for different stakeholders in a specific organisation.  P4: Investigate the importance of ongoing professional development for career success.  P5: Demonstrate a range of transferable and communications skills to find a solution to a problem.  P6: Discuss the importance of feedback and its contribution to own learning.  P7: Produce a professional development plan that outlines responsibilities, performance objectives and required skills for own learning.  M1: Analyse digital sector improvements and trends, and how they have been affected by changing work environments.  M2: Analyse the benefits of professional development for both an individual and organisation.  M3: Justify the use and application of transferable and communication skills to solve different problems.  M4: Analyse professional development planning and different types of feedback to make judgements on how they can be used to support own future role in the workplace.  D1: Evaluate the work environment and trends anticipated in the digital sector, making reference to professional development and career success.  D2: Evaluate professional development planning and how feedback can be used to improve transferable and communication skills to support own future role in the workplace.  *Word Count*  1500 - 2500 words |
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| **Requirements for Meeting the Criteria** | | |
| P1 | Basic overview of digital technology evolution and its relevance to IT education. | |
| P2 | Basic explanation of how digital technologies have impacted work environments at THiNKuz. | |
| P3 | Identification of key professional development activities and their benefits for stakeholders. | |
| P4 | Basic explanation of how professional development aids career success. | |
| P5 | Basic demonstration of transferable skills (e.g., teamwork, communication) in solving workplace issues. | |
| P6 | Basic discussion of how feedback contributes to learning and improvement. | |
| P7 | Simple professional development plan, outlining objectives and skills for future learning. | |
| M1 | Provide an analysis of current trends in the digital sector and their influence on work practices, including AI and innovation. | |
| M2 | Explain how improvement in the quality of staff can promote the level of organization/company in the market. | |
| M3 | Examine the impact of transferable and communication skills on problem-solving effectiveness in different workplace situations. | |
| M4 | Analyse real-world examples of businesses that have successfully used professional development and feedback plans to build a brilliant future for the staff. | |
| D1 | Critical evaluation of the changing digital work environment and its implications for career success and professional development, incorporating ethics, innovation, and AI. | |
| D2 | Comprehensive evaluation of how feedback, AI, and innovative training methods can be strategically used in professional development planning to ensure career success. | |
| **Sources of information to support you with this Assignment** | | Books:  Herbert, L. (2017). Digital Transformation: Build Your Organization's Future for the Innovation Age. Bloomsbury Business.  Friedman, A. L. (2012) *Continuing Professional Development: Lifelong Learning of Millions*. Routledge.  Tapscott, D. (1996). The Digital Economy: Promise and Peril in the Age of Networked Intelligence. McGraw-Hill.  Hargie, O. (2018) *The Handbook of Communication Skills*. Taylor & Francis.  Mcdaniel, R. (1970) Bloom’s taxonomy, Vanderbilt University.  Hook, G. S. (2019) *Communication Skills Training: The Ultimate Guide for Public Speaking and Conversation, Persuasion Relationship, Workplace, Interviews*. Amazon Digital Services LLC.  Jordan, T. (2020) *The Digital Economy*. Polity Press.  Roberts, P. (2013) *The Economist Guide to Project Management, 2nd Edition*. Profile Books Ltd.  Schwab, K. (2016) *The Fourth Industrial Revolution*. World Economic Forum.  Tapscott, D. (2014) *The Digital Economy: Rethinking Promise and Peril in the Age of Networked Intelligence, 2nd Edition*. McGraw-Hill Education.  Press.Tavani, H. T. (2011). Ethics and Technology: Controversies, Questions, and Strategies for Ethical Computing. Wiley.  Floridi, L. (2013). The Ethics of Information. Oxford University  Chandra, D. (2024) How to make decisions using the Kepner Tregoe decision analysis, The Process Hacker.  Freidson, E. (2001). Professionalism: The Third Logic. Polity Press. |