

# VIRTUAL UNIVERSITY INDUSTRY

## DIGITAL DISRUPTION

UNLEASHING THE FUTURE IN DIGITAL ECONOMY

IDEA CLOUD Competition 2019

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# Introduction

Digital disruption which transfers every ongoing industry and businesses, this happens due to the emerging digital technologies and business models. These innovative new technologies and models are highly impact to the value of existing products and services offered in the industry. Due to this reason the term ‘disruption’ is used, as the emergence of these new digital products/services/businesses disrupts the current market and causes the need for re-evaluation. Digital technologies and these new innovative ideas giving new opportunities and chances to upcoming startups and entrepreneurs to enter to the competitive market and expand their boundaries to the industry to a wide range through different ways.

Today, some firms evolve into emerging digital technologies and new business models in Sri Lanka and many opportunities and goals are achieved rather than the traditional business models. Digital disruption can be used in several fields (education, health, defence, food & service, governing etc...).

The application (idea) makes it possible for a student of a government university (education field) to form online work with industries that are not limited by geography. Individuals and team with common interests can meet online and discuss issues, share information, generate ideas, get good industrial training in university life. Moreover, mainly focus on build up a university virtual business approach and develop valuable relationships with global market to provide some services to any other firms in worldwide. Basically, VUI (Virtual University Industry) is developed for government university students and digital market stakeholders. This system gives opportunity for destitute students who want to earn and connect to the virtual environment. As well as it approaches to the world to get graduates and undergraduates services, knowledge and new business ideas.

## Problems

- No Unique application for undergraduates to connect with global market (with digital stakeholders).
- Prodigality of knowledge undergraduates.
- Not sufficient industrial relationship with undergraduates.
- Failed to build up appropriate employees to the digital market from government universities in Sri Lanka.
- No income to the government university students in Sri Lanka.
- Not adequate scholarships(mahapola/bursary).
- Occur some incidents (picketing/strike etc..) in government university based on the poverty.

## Existing Systems

There is no unique computerized system for the university students to connect with digital market (global market). Currently, the students go to working stations to have part time jobs. Most probably these jobs are , security jobs, garment factory, hotel services, retails shop and promotion programs. Therefore, it wastes sometimes of students. Therefore, student can't get good industrial training and can't build up approach to digital market. Currently, there are some web applications to anyone can use. example as Remotasks, Fiverr and Amazon Lanka act, but these applications not sufficient for undergraduates to develop and serve their valuable knowledge to world. So, from this method it can't build-up goods(appropriate) employees for digital market industry from state universities in Sri Lanka.

## Proposed System

The proposed system is introduced with unique computerized application for state university sector. Basically, buildup a university virtual business approach (application) and it is a web base application. It contains some functions for students to get a job with their interest. The fields are categorized on their learning environment. students or other academic people can directly access to the proposed system and register in the system and students are can be register with entire university life. VUI is a digital marketplace for freelance services. It contains a lot of valuable services...

- Data Analysis Report
- Mobile App and Website Building
- Game Development
- Quality Assurance
- SEO (search engineering optimization)
- Artificial Intelligent
- Scientific Researches
- Software Engineering Process
- Graphic & Design
- Social Media Marketing
- Digital Market Research
- Financial Consulting
- Agricultural Consultant
- Fisheries & Marine Sciences Research
- Legal Consulting
- E-learning (Online Lessons)
- Mechanical Engineering deal with the design & construction
- Civil Engineering deal with the design & construction
- Other Universal Area Knowledge

The main thing is student can get a great industrial training from 1<sup>st</sup> year to final year whole over the entire university life and can earn during this whole time period.

## Feasibility study

- All state universities have connected to the global network (free internet).
- Student having more time.
- Undergraduates have valuable knowledge and ideas rather than the others.
- Essay to get involved as employers.
- Biggest digital market requirements (market needs) about undergraduates. As well as students try to get familiar with appropriate industry.
- Government also encourage this type projects. So there no problem with legal requirements.
- There more collaboration among the undergraduates of government university. So, students can essay to work with a team.

## Tentative implementation process

- Analysis the existing systems & gathering requirements
- Get approval from University Grand Commission & other parties.
- Select the development team
- Design the university virtual business approach
- Software(application) development
- System testing & error debug
- Advertising & some promotions with system stakeholders
- Create & registration virtual undergraduates' groups according to their streams & registration
- Involve academic administration
- Implement the final systems and maintain
- Feedback

## Conclusion

This project will be helpful for the students to know and get familiar more about digital industry and will act as a unique computerized application with a global market. Through this, they will be always in touch with new techniques and trends of appropriate industries. The system gives some solution to the prodigality of knowledge undergraduates and incidents (picketing/strike act.) in state university based on the poverty.