**DT249/3 IT Management Continuous Assessment**

**Semester II 2015/2016**

Due Date: 12th April 2015 @ 19.00

# OVERVIEW

The continuous assessment for this module is designed to provide you with an opportunity to establish your own views on how Information Technology should be aligned to help the strategy of an organization.

# ASSESSMENT Description

**Write a report, with suitable examples from a company of your choice, which discusses how *one* of the following technologies can contribute to the formulation of an organisational strategy. [[1]](#footnote-1)*:***

1. **On-line analytical processing**
2. **Data mining**
3. **data warehousing**

It is suggested that you focus on a company you are familiar with or alternatively you may focus on a high profile company such as ryanair, Dell, coke, etc…

You are expected to perform research on the area selected and you should support your work through references where possible. *You may use Google Scholar and Zotero to assist in creating references.*

Google Scholar is a freely-accessible web search engine that indexes the full-text of scholarly literature across an array of publishing formats and disciplines.

Zotero is a free, open source extension for the Firefox browser, that enables users to collect, manage, and cite research from all types of sources from the browser.

**DELIVERABLES**

The key deliverable is a typed report between 2,000 and 3,000 words in length, in a Microsoft Word format. You must include a correctly formatted bibliography using the Harvard reference format. Suggestions on the basic structure of the report are shown below.

* Title Page (to include)
  + Title of report; your student number, name, module title, programme code, programme title
* Introduction
* Main sections
* Conclusions
* References

**Please Note:**

1. **Plagiarism is a very serious offence in the DIT and you must reference - acknowledge - any material used by including a referenced bibliography in any reports you produced.**
2. **Assignments must be submitted via Webcourses.**

**Brief overview of Marking Scheme:**

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| --- | --- | --- |
| **Evaluation Headings** | **Evaluation Criteria** | **Marks** |
| **introduction** | Describe what the paper will be about and mention what the sections in the main part of the paper will discuss | **5** |
| **Evaluation of chosen technology** | Description and Critical of areas related to the title of your paper; marks will be awarded for the scope and depth of the areas and a well-constructed and valid “critical” analytical argument | **75** |
| **conclusion** | Conclusion to the paper. | **10** |
| **Referencing** | You can use any referencing method | **5** |
| **Quality of report** | Structure, word count | **5** |
|  | **Total** | **100** |

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1. **(*please note that if your main topic is, e.g. data warehousing, you can also refer to other topics that may play a part in relation to strategy formulation; e.g. data mining )*** [↑](#footnote-ref-1)