

CA115 Digital Innovation Management Enterprise (DIME)

2022-01-10

An accompanying audio or video version of this lecture will be posted to Loop.

Welcome to CA115

Digital Innovation Management Enterprise (DIME)

I'm **Dr. Niall McMahon** and I have help from **Mr. Jagadeeswaran Thangaraj** and **Mr. Karthick Balasubramanian**.

My details are at <https://www.computing.dcu.ie/~nmcMahon/>.

You can contact me at **niall.mcmahon@dcu.ie**.

Notes will be available on [Loop](#).

And questions are always good; by email is ideal or during class when we're having interactive sessions.

Timetable Overview

- **Mondays, 10am to 12pm** - live lecture(s) and tutorial.

Only this short introduction lecture this week, i.e. Week 1.

- **Mondays, 5pm** - time for reviewing notes, watching additional lecture material and live tutorials/lectures on some weeks.

No live lectures/tutorial at 5pm this week, i.e. Week 1.

- **Thursdays, 9am to 11am** (in computer labs) - assignment work, quizzes, practical sessions for group work.

No labs this week, i.e. Week 1.

- Extra material posted to Loop.
- I will let you know as we go along about how the 5pm slot on Mondays and 9am - 11am slot on Thursdays will be used.

The main thing is to consult Loop and watch your email for any news, updates, lecture notes and lectures that I post.

Assessment Overview

- The module is assessed using only continuous assessment
 - There is no resit available
- **Individual assessment (44%)**
 - Lab Exams (**24%**)
 - Blog (**20%**)
- **Group assessment (56%)**

Each group must produce a poster and website for marketing a mobile app as well as a group report

- Poster (**16%**)
 - website (**20%**)
 - Report (**20%**)
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Lab Exams (24%)

- Computerised test (24%)
 - This is an online quiz based on the seminars
 - Two times in the semester, i.e. 2 x 12%
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Lab Exam - Additional Notes

- The Lab Exams are open-book, i.e. you can look at lecture material
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Blog (20%)

- One entry per week with thoughts on what you learned using around 300 words
 - Submissions by 5pm on Thursdays
 - Assessed on the content
 - Weekly from the second week onwards (you submit two in the second week, for this week and next)
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Blogs - Additional Notes

- Blogs are submitted as a PDF each week via Loop
 - Twice in the semester, you submit a collection of 6 blogs for grading, i.e. 1 - 6 and then 7 - 12
 - I may give some feedback about some of your blog entries each week in the tutorial or class
 - I will ask your permission by email if I do this
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Group Project (56%)

Each group must produce a poster and website for marketing a mobile app as well as a group report.

- Poster presentation (16%)

The aim of the poster is to advertise the app. Your group must research effective poster design.

- How you went about creating it
- Why you made certain poster design decisions
- Who you are marketing the product to and so on
- Presentation to class

- Website (20%)

The aim of the website is to promote the app.

- Produce a group website
- Using some JavaScript or equivalent technology

- Report (20%)

The report is about your product idea, the possible markets, how you intend to make money from it and future possibilities.

Group Project - Additional Notes

- You will be assigned to a group automatically and randomly on Loop
- Find out who your group members are and say hello after Week 2

Assessment Schedule

This will be posted to Loop

Week Number	Week Starting	Blog Submission (Thu, 5pm)	Assessment	%
1	10/01/2022	-	-	-
2	17/01/2022	Blog 1, 2	-	-
3	24/01/2022	Blog 3	-	-
4	31/01/2022	Blog 4	Lab Quiz	12%
5	07/02/2022	Blog 5	-	-
6	14/02/2022	Blog 6	Blogs 1 - 6	10%
7	21/02/2022	Blog 7	Poster Presentation	16%
8	28/02/2022	Blog 8	-	-
9	07/03/2022	Blog 9	Lab Quiz	12%

10	14/03/2022	Blog 10	Website Presentation	20%
11	21/03/2022	Blog 11	-	-
12	28/03/2022	Blog 12	Blogs 7 - 12	10%
-	-	-	Group Report	20%

Digital Innovation Enterprise Management

The aim of CA115 is to give students a broad knowledge of topics related to digital innovation and running a company or project. The main threads that run through the course are:

- Innovation, including overviews of important societal/technological issues now and in the future
- Startups, and running a business or a project
- Communication, including writing, teamwork and promotion

You will learn about some of the current research and development trends, in DCU and worldwide, as well as the most important areas for innovation in the future, for example slowing climate change and improving our environment, solving the energy crisis, fixing the social experience of the internet and understanding the impact of the rise of artificial intelligence.

You will also get an overview of the tools and skills that are often useful for innovation and operating an enterprise, or a company. Enterprises are the most common way to organise people to get things made. These skills include communication, writing in particular, and team work; people are at the centre of every enterprise. You will also learn about start-up companies, managing projects and marketing, among other things.

Course Recommended Reading

A reading/media list will be posted to Loop by next week, with additional references at the end of every lecture. To begin, perhaps take a look at:

- [Ars Technica](#) is a good source of news about innovation.

And, about how to write:

- [How to write the perfect sentence](#). The Guardian. 2018.

- [What is Good Writing?](#). The Writing Center, University of North Carolina at Chapel Hill.

I'll talk more about writing next week.

Actions For Next Week

- Think about what you expect from this course
- Write a short note about your understanding of what *innovation* is, before we start the course.

This will be your first blog entry, submitted by Thursday of next week, i.e. January 20th.

See Blog FAQs on Loop.

- Keep an eye on Loop for updates before next week
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