SE TU

Ollscoil
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an Oirdheiscirt

South East
Technological
University

Module Descriptor

The Computer Industry (Computing and Mathematics)

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The Computer Industry
(A04921)

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Short Title: The Computer Industry
Department: Computing and Mathematics
Credits: 5   **Level:** Introductory

Description of Module / Aims

The aim of this module is to introduce the student to the nature, structure, operating environment and markets of the major branches of the computer industry.

Programmes

	stage/semester/status
COMP-0375 BSc (Hons) in Applied Computing (International) (WD_KACCM_BI)	1 / 1 / M
COMP-0375 BSc (Hons) in Applied Computing (WD_KACCM_B)	1 / 1 / M
COMP-0375 BSc (Hons) in Applied Computing (WD_KCOMP_B)	1 / 1 / M
COMP-0375 BSc (Hons) in Computer Forensics and Security (WD_KCOFO_B)	1 / 1 / M
COMP-0375 BSc (Hons) in Computer Science (WD_KCMSC_B)	1 / 1 / M
COMP-0375 BSc (Hons) in the Internet of Things (International) (WD_KINTT_BI)	1 / 1 / M

Indicative Content

- Introduction and Overview
- Structure and organisation of the computing industry
- Marketing of high-technology products
- Market dynamics of the Computer Industry
- Intellectual Property Rights

Learning Outcomes

On successful completion of this module, a student will be able to:

1. Describe the organisational structure of key computer industry sectors.
2. Examine the macro and micro-environmental factors that impact the computer industry.
3. Examine the marketing strategies adopted by a company in the computer industry.
4. Distinguish between the various forms of intellectual property rights.
5. Express ideas and information clearly in visual, oral and written forms through in-class activities.

Learning and Teaching Methods

- Interactive and open-forum lectures will be used to introduce new concepts and to consider the concepts' implications for module deliverables.
- Self-directed learning activities will require students to will reflect upon the module materials, diagnose their learning needs and conduct research to satisfy these needs.

Learning Modes

Learning Type	F/T Hours	P/T Hours
Lecture	36	
Independent Learning	99	

Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Group Project	40%	1,2,5
Group Project	60%	3,4,5

Assessment Criteria

<40%: Unable to interpret and describe key concepts of the computing industry.

40%–49%: Be able to interpret and describe key concepts of the specific knowledge domain(s).

50%–59%: All the above and in addition demonstrate the ability to discuss key concepts of the computing industry and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: In addition, be able to solve problems within the computing industry by experimenting with the appropriate skills and tools.

70%–100%: 1: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills and tools.

Supplementary Material(s)

- "The Guardian Technology." http://www.guardian.co.uk/technology

- Arthur, C. *Digital Wars: Apple, Google, Microsoft and the Battle for the Internet.* London: Kogan Page, 2012.

- Brynjolfsson, E. and A. McAffee. *The Second Machine Age - Work, Progress, and Prosperity in a Time of Brilliant Technologies.* New York: W. W. Norton & Company, 2016.

- Yoffie, D. and M. Cusumano. *Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs.* New York: HarperBusiness, 2015.