**Coursework Overview and Assessment Criteria**

**Module Title:** Digital Transformation

**Module Code (CRN):** CMP701

**Module Coordinator:** Dr Zeeshan Tariq

**Teaching Staff Responsible:** Dr Tertsegha Anande

**Semester Taught:** 1/2/3

**Course / Year Group:** QAHE

**Coursework / Exam Weighting**: 100/0

**Coursework Assessment Overview**

# This module is assessed by two pieces of coursework.

# Coursework 1: A video presentation in which the student describes their understanding of the assessment task and outlines the structure and content of their planned report. Feedback provided will inform the second part of the submission. Submission will be made through BBL.

# Coursework 1 contributes to 25% of the overall mark for this module.

# Coursework 2 : A 3000-word report documenting students' findings and analysis. The document should include a section describing reflections on feedback received from the first part of the submission. Submission will be made through BBL.

# Coursework 2 contributes to 75% of the overall mark for this module.

The university has a number of rules and regulations surrounding assessment, late submissions, and illness. These are in the student guide [1] - ensure you read this and understand the impact of these rules and regulations.

Both coursework are individual submissions. These coursework assignments are detailed below.

**Coursework 1 – A video presentation [25%]**

**Submission deadline:** In Week 6 **[Friday 31st October 2025, by 12 noon]**

A video presentation in which the student describes their understanding of the **assessment** task and outlines the structure and content of their planned report.

**Submission:** Submissions will be made through Blackboard Learning.

**Feedback**: Feedback will be returned in written form in accordance with current University policy. Students should use this feedback to inform and improve their CW2 submission.

**Related Learning Outcomes:**

1. Research and evaluate how digital technologies can disrupt industries by transforming industry value chains, patterns of demand and competitive pressures.

2. Develop a proposal for how digital technologies and frameworks can be applied in a digital transformation strategy.

### **Description:**

Students are required to create a video presentation lasting ***7-8 minutes***, describing their understanding of the assignment task and outlining their planned submission for the final coursework project. The video should include the following elements:

1. **Introduction**: Introduce the chosen business from the provided list and its current state in terms of digital transformation.
2. **Projected Document Outline**: Present a high-level outline of the final report, highlighting the key sections and topics to be covered.
3. **Literature Review**: Discuss initial findings (high level) from the literature review, including key theories, models, and case studies relevant to digital transformation.
4. **Identification of Relevant Datasets**: Identify and describe any technologies to be used for analysis, if applicable.
5. **Prototypes of Data Analysis or Software**: Provide an overview or demonstration of any initial prototypes or preliminary data analysis conducted.
6. **Other Relevant Artefacts**: Include any other relevant artefacts that demonstrate the student's understanding and preparation for the final submission.

**Time Penalties**:

***Penalties for exceeding the assessment limits***

*Where submitted work exceeds the agreed assessment limit, a margin of up to +10% of the work limit will be allowed without any penalty of mark deduction.*

*If the work submitted is significantly in excess of the specified limit (+10%), there is no expectation that staff will assess the piece beyond the limit or provide feedback on work beyond this point. Markers will indicate the point at which the limit is reached and where they have stopped marking.*

*A mark will be awarded only for the content submitted up to this point. No additional deduction or penalty will be applied to the overall mark awarded. The student is self-penalising as work will not be considered/marked.*

*Disciplinary procedures due to Academic Misconduct may be invoked if the word count/workload has been deliberately and significantly falsified.*

*There is no time penalty if the submitted vide is less than 7minutes.*

The assessment criteria for coursework 1 in the form of a rubric is presented as an appendix to this document.

**Businesses for Selection:**

Students can choose one of the following businesses to focus their digital transformation strategy on. Students may choose a business from the following list of businesses or can select any other well-known business of their own choice. Make sure to discuss with your MC if selecting any business which is not in the following list.

1. Retail: Zara
2. Healthcare: Mayo Clinic
3. Finance: JPMorgan Chase
4. Manufacturing: General Electric (GE)
5. Automotive: Tesla
6. Telecommunications: Verizon Communications
7. Entertainment: Netflix
8. Hospitality: Marriott International
9. Education: Coursera
10. Logistics: FedEx
11. Any additional similar study (must verify with MC before start working)

**Coursework 2 – Detailed written report [75%]**

A 3000-word report documenting students' findings and analysis. The document should include a section describing reflections on feedback received from the first part of the submission.

**Submission:** Week 12 **[Monday 8th December 2025, by 12 noon]**

### **Description:**

Students are required to develop a comprehensive digital transformation strategy and implementation plan for a chosen business or organization, reflecting the intersection of business management and digital technologies. The project will encompass industry analysis, strategy development, business process transformation, and innovation through technology. The final deliverable will be a detailed report documenting findings, analysis, and reflections on feedback from the initial submission.

The written report must cover at least one of the following:

1. Develop a new digitally enabled value proposition that responds to the disruptive dynamics in an industry selected during CW1.
2. Apply tools and frameworks from the module to develop a digital transformation strategy for an organization, which focuses on leveraging digital technologies.
3. Analyse and critically reflect on the impact of digital disruption on an industry and organisation and develop strategic options for an organisation to respond to digital disruption.

**Related Learning Outcomes:**

1. Research and evaluate how digital technologies can disrupt industries by transforming industry value chains, patterns of demand and competitive pressures.
2. Develop a proposal for how digital technologies and frameworks can be applied in a digital transformation strategy.
3. Research and justify the organizational and people capabilities required to support and implement a digital transformation strategy.
4. Critically reflect on current practice and theory on digital transformation.

**Required outline of the report:**

1. Introduction:

Business Overview: Provide a brief description of the chosen business or organization.

Current State Analysis: Analyse the current digital maturity and technological landscape of the organization.

1. Interface between Business Management and Digital Technologies:

Impact Analysis: Discuss how digital technologies currently impact the organization’s structure and people of selected business/industry.

Strategy Linkage: Describe how digital transformation aligns with and supports the overall business strategy of selected business/industry.

1. Industry Analysis and Case Studies:

Industry Structure: Analyse how digital technologies influence the structure of the selected industry.

Case Studies: Present relevant case studies of digital transformation within the industry, highlighting successful strategies and outcomes.

Industry Convergence: Discuss the impact of industry convergence driven by digital technologies.

1. Digital Transformation Strategy:

Technological Solutions: Propose new technologies for implementation, explaining their relevance and expected benefits for selected business/industry.

Customer Networks: Describe strategies for building and exploiting customer networks.

New Business Models: Identify new avenues for revenue generation and capture enabled by digital transformation.

Platform Models: Discuss the adoption of platform models and their disruptive impacts.

Data as an Asset: Explain how data will be leveraged as a strategic asset.

Social Media Impact: Analyse the role and impact of social media on the organization.

1. Business Process Transformation
2. Innovation and Knowledge Management:

Innovation Strategies: Propose strategies for innovation through experimentation.

Knowledge Management: Discuss approaches and activities for effective knowledge management.

Collaborative Working: Describe collaborative working methods in product and service innovation.

Information Technologies: Analyse the role of information technologies such as data analytics, machine learning, and artificial intelligence in knowledge management.

1. Reflection on Feedback:

Feedback Summary: Summarize the feedback received on the initial project submission.

Incorporation of Feedback: Describe how the feedback was incorporated into the final project.

The assessment criteria for coursework 2 in the form of a rubric is presented as an appendix to this document.

**Submission:** Submissions will be made through Blackboard Learning.

**Feedback**: Feedback will be returned in written form in accordance with current University policy.

**Note:** All submissions will go through the similarity check by Turnitin link provided to you at BBL.

***Plagiarism***

*N.B. Students should be aware of the plagiarism policy of the University and submit their coursework in accordance with this. Plagiarism is the unattributed copying of the work of another person, either from a published work or the work of another student. It is a form of literary theft and is not permitted under any circumstances. Plagiarism is regarded by the University as a very serious offence and subject to formal disciplinary proceedings. See* [3] *for more details.*

**Students should include following plagiarism statement within your submissions:**

*I declare that this is all my own work. Any material I have referred to has been accurately referenced and any contribution of Artificial Intelligence technology has been fully acknowledged. I have read the University’s policy on academic misconduct and understand the different forms of academic misconduct. If it is shown that material has been falsified, plagiarised, or I have otherwise attempted to obtain an unfair advantage for myself or others, I understand that I may face sanctions in accordance with the policies and procedures of the University. A mark of zero may be awarded and the reason for that mark will be recorded on my file.*

**References**

[1] “Ulster University Student Guide.” [Online]. Available: https://www.ulster.ac.uk/connect/guide.

[2] IEEE, “IEEE Citation Reference.” [Online]. Available: https://www.ieee.org/documents/ieeecitationref.pdf.

[3] Academic Integrity and Plagiarism (ulster.ac.uk)

[4] BPI Challenges: 10 years of real-life datasets - IEEE Task Force on Process Mining (tf-pm.org)

[5] Process Mining Event Logs - IEEE Task Force on Process Mining (tf-pm.org)

**Appendix I – assessment criteria CW 1 (25% worth of overall)**

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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Poor (0-49%)** | **Satisfactory (50%-59%)** | **Good (60%-69%)** | **Excellent (70% and above)** | **Weight** |
| **Content Understanding** | Limited understanding of assignment task and weak outline. | Basic understanding but lacks depth or clarity in outline. | Clear understanding with coherent outline of planned submission. | Thorough understanding with insightful outline demonstrating depth. | 25% |
| **Clarity and Engagement** | Unclear presentation with minimal engagement or relevance. | Presents with some clarity and engagement but lacks coherence. | Delivers clear presentation with relevant visuals and explanations. | Compelling presentation with excellent clarity, engagement, and relevance. | 20% |
| **Structure and Organization** | Poorly organized, lacks coherence, and unclear structure. | Organized presentation with some clarity and structure. | Well-structured with clear sections and logical flow. | Highly organized, coherent, and effectively structured. | 20% |
| **Use of Visual Aids** | Minimal or irrelevant visual aids; does not enhance understanding. | Includes some relevant visual aids but could be better integrated. | Uses effective visual aids that enhance understanding and engagement. | Exceptional use of visual aids that significantly enhance presentation quality. | 20% |
| **Delivery and Time Management** | Poor delivery, exceeds or falls short of time limits significantly. | Adequate delivery but struggles with time management. | Well-paced delivery with effective time management. | Excellent delivery with precise timing, engaging the audience effectively. | 15% |
| **Total** |  |  |  |  | 100% |

**Appendix II – assessment criteria CW 2 (75% worth of overall)**

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| --- | --- | --- | --- | --- | --- |
| **Criteria** | **Poor (0-49%)** | **Satisfactory (50%-59%)** | **Good (60%-69%)** | **Excellent (70% and above)** | **Weight** |
| **Introduction & Content Understanding** | Limited understanding of digital transformation concepts. | Demonstrates basic understanding but lacks depth or clarity. | Shows clear understanding of key concepts with some insights. | Exhibits comprehensive understanding with profound insights and connections. | 15% |
| **Critical analysis, interface between Business Management and Digital Technologies** | Lacks critical analysis and fails to connect digital technologies with business impact. | Provides some analysis but lacks depth or coherence. | Offers insightful analysis linking digital technologies to business strategies. | Demonstrates thorough and perceptive analysis with clear strategic implications. | 20% |
| **Digital Transformation Strategy of selected business** | Presents unoriginal or impractical solutions with limited relevance. | Proposes solutions with some innovation but lacks practical implementation considerations. | Proposes innovative solutions with practical considerations. | Introduces highly innovative and feasible solutions with detailed implementation strategies. | 20% |
| **Documentation and Structure** | Poorly organized and lacks clarity or coherence in presentation. | Organized presentation with some clarity and structure. | Well-structured with clear sections and logical flow. | Highly organized, coherent, and effectively structured. | 15% |
| **Use of Evidence and Literature** | Little to no use of relevant literature or evidence to support arguments. | Limited use of literature or evidence; sources are not well integrated. | Integrates relevant literature and evidence to support arguments adequately. | Extensively uses literature and evidence to justify arguments convincingly. | 15% |
| **Presentation of artefacts, and Communication** | Incoherent, unclear presentation lacking engagement and relevance. | Presents information with some clarity and engagement. | Delivers clear and engaging presentation with relevant visuals and explanations. | Presents information compellingly with excellent clarity, engagement, and relevance. | 15% |
| **Total** |  |  |  |  | 100% |