

**Dublin Business School
Assessment Brief**

Assessment Details

Unit Title:	Managing IT Resources (LJMU)
Unit Code:	B9MG073
Unit Leader:	Patrick O’Callaghan
Level:	9
Assessment Title:	Information Resources
Assessment Number:	1 and 2
Assessment Type:	Individual Report & Presentation x 2
Restrictions on Time/Length :	1,500 and 3,500 Words MAXIMUM.
Individual/Group:	Individual
Assessment Weighting:	100% of module
Issue Date:	27 th January 2014
Submission Date:	See below
Planned Feedback Date:	Submission date plus 2 weeks
Mode of Submission:	Four components submitted via Moodle. Two in-class presentations.

Assessment Task

The Norwegian Organisation for Diffusion of Intellectual Property (NORDIP) is a Government body with a mandate to initiate, approve, supervise and manage the creation of original research, designs, copyrights, inventions and other additions to the body of knowledge. The primary sources of these research projects are Universities, Technical High Schools and Government and Industry partnerships working in areas such as oil, gas and renewable energy, medical/pharmaceutical, fish farming, electronics, computing and software.

The NORDIP mission is to promote, gather, retain and commercialise research projects in Norway and return a dividend to the state.

Although NORDIP has been operating for several years, they are operating a mixture of document management systems that include manual filing and cataloguing as well as some electronic databases. Currently each Norwegian region has its own storage system and regional office. It is planned to retain 10 to 15 regional offices but to centralise and automate the data gathering, storage and retrieval.

This is planned under the Horizon 2020 – the new European instrument for research and innovation funding - is designed to help deliver jobs, prosperity and a better quality of life

You have been recruited as a specialist consultant to research the needs of NORDIP and make considered recommendations on the IS/IT needs.

You are required to research, assess and recommend a solution for an electronic system to manage applications for funding through all stages of the lifecycle: acceptance, storage, management and approval of permits and funding for research in accordance with Government policy, ethical considerations and potential commercial return. This will involve, at a minimum: Collection of documents, digitisation, cataloguing, tagging and storage of all items comprising the Intellectual Property (IP).

The applications and abstract summaries of the items of work are to be searchable in line with Freedom of Information legislation whilst abiding by Data Protection Legislation. High-level search should be available to the general public, e.g. type of research, possible applications, etc. More detailed



search e.g. detailed findings prototypes, actual results, etc should be available to other Government departments, Universities and expert bodies through an Intranet or Extranet.

Your proposed system should be secure, scalable and suitable for several years of increasing use.

When referring to legislation, you can use European Directives (e.g. for Data Protection) or the Irish equivalents. You may also make and state valid and sensible assumptions as required.

Critical Analysis and Literature Review

1. You are looking to implement an innovation and take advantage of an opportunity.

The success of the innovation can be judged by commercial success either by earning revenue or by saving costs. It could also be judged successful by improving services or solving problems in society.

2. Analyse the Issue or Problem

Why is this issue, problem or opportunity of interest? Why is it useful to have a solution or outcomes? How will it improve the situation? What will you learn by completing this project?

3. Read around the subject content

In order to review how the rest of the world has dealt with similar problems or issues in the past, you need to read around your subject. Read journals, books and use the Internet (be careful, the Internet is full of un-attributed material; look for those linked to academic or professional websites).

4. Analyse what you have read

It is not enough to just read, you need to interpret the thoughts of the authors even if they agree with each other. Do they help you with your research problem or issue? Has any of it clarified a way forward or possibly prevented you from taking an action which will fail? As a result of your deliberations and synthesis of ideas you will move on to step 5.

5. Develop recommendations and conclusions.

From all that you have discovered you should be able to formulate a plan of action and come up with some conclusions and make a recommendation for an improved product, service or process.



Submissions:

Assignment 1 (Presentation and Interim Report)

Prepare an interim report on your idea detailing your research and conclusions to date and outlining the remaining work. The report provides an appropriate setting for the work and uses specific research methods to uncover issues, opportunities and solutions. It must explore alternatives and propose solutions using appropriate methods and evaluation. The report should provide a clear summary of the remaining work and all material should be appropriately referenced.

You will summarise your findings during an in-class presentation lasting no more than 20 minutes.

You will receive feedback on your work to help you with the second assignment.

Assignment 2 (Presentation and Final Report)

This report will build on the interim report and provide a synopsis of the problem or issue, provide the context and then go on to describe how the solution can be realised and provide conclusions and recommendations to the organization. The report provides detailed analysis of the work undertaken with the key technical, organisational and financial issues fully described and assessed. All decisions taken should be analysed and evaluated in relation to the subject areas. Key findings should be presented and followed by clear recommendations.

Your work should represent a critical evaluation of relevant theories/concepts in the area in question, based on appropriate research and using suitable references.

You will summarise the work during an in-class presentation lasting no more than 20 minutes.

Assignment Grading and Submission

Component	Weighting	Submission	Due Date
Interim Report	25%	Moodle	18/02/2014
Interim Presentation	15%	In-Class AND Moodle	18/02/2014
Final Innovation Report	45%	Moodle	15/04/2014
Final Presentation	15%	In-Class AND Moodle	15/04/2014



Assessment Criteria for Interim and Final Presentations

Criteria/weighting	< 40	40 - 49	50 - 59	60 – 69	70 +
Legible and well presented with logical structure. 10	Difficult to read and not typed	Messy, needs tidying	Some errors and mistakes	Few errors and mistakes	Presented excellently with no errors
Original/ Creative work 10	Copied from books/lecture notes/web sites	Little creativity, lacks originality & evidence of research	Some creativity & originality & evidence of research	Good creativity, originality & evidence of research	Excellent originality, creativity & evidence of research
Ability to communicate knowledge and understanding 30	No knowledge or understanding	Little knowledge or understanding	Some knowledge and understanding	Good knowledge and understanding	Excellent knowledge and understanding
Critical appraisal as to recommendations 20	No knowledge or understanding	Little knowledge or understanding	Some knowledge and understanding	Good knowledge and understanding	Excellent knowledge and understanding
Mock illustrations 30	No example	Few examples	Some examples but lack appropriateness	Good examples which aid understanding	Excellent examples which aid understanding



Assessment Criteria for Interim and Final Reports

Criteria/weighting	Required
Structure, Communications and Presentation (10%)	Logical development of content and ideas. Contents table, section headings, appendices and bibliography. Professional presentation – free of grammatical/spelling errors.
Problem Definition (10%)	Clear statement of purpose of the research and the intended outcomes or benefits.
Literature Review/Contextual Information (30%)	Substantial and appropriate sources of information consulted and suitably incorporated. Information and data sources fully referenced in a conventional way. Appropriate use of graphical representations.
Conceptual Thinking & Critical Analysis (30%)	Use of appropriate research methods – primary and secondary. Rational interpretation of data and information. Appropriate application of relevant models. Ability to distil and refine ideas and to critically reflect on theories and models employed. Evidence of originality and individual awareness.
Conclusions & Recommendations (20%)	Sensible conclusions - logically derived and clearly supported by prior analysis. Realistic recommendations of real or potential value to organisations.



General Requirements for Students:

1. A proportion of assessment marks is allocated to presentation. All assignment scripts must be word-processed, with word count noted. Assignments must be professionally packaged and presented.
2. Assignment scripts must be submitted online at or before the stated deadline.
3. Where submissions include multiple components or files ALL files must be uploaded to Moodle.
4. Where work is undertaken in groups ALL members must upload to Moodle.
5. All relevant provisions of the Assessment Regulations must be complied with.
6. Extensions to assignment submission deadlines will be not be granted.
7. Students are required to retain a copy of each assignment script submitted until reception of a transcript indicating the mark awarded.
8. Assignments that exceed the word count will be penalised.
9. Students are required to refer to the assessment regulations in their Student Guides and on the Student Website.
10. Dublin Business School penalises students who engage in academic impropriety (i.e. plagiarism, collusion and/or copying). Please refer to the attached referencing guidelines for information on correct referencing.

What is referencing and why is it necessary?

Referencing is a **standard** method of **acknowledging** the **sources of information** you have consulted. Anything – words, figures, graphs, theories, ideas, facts – originating from another source and used in your assignment must be referenced (i.e. acknowledged)

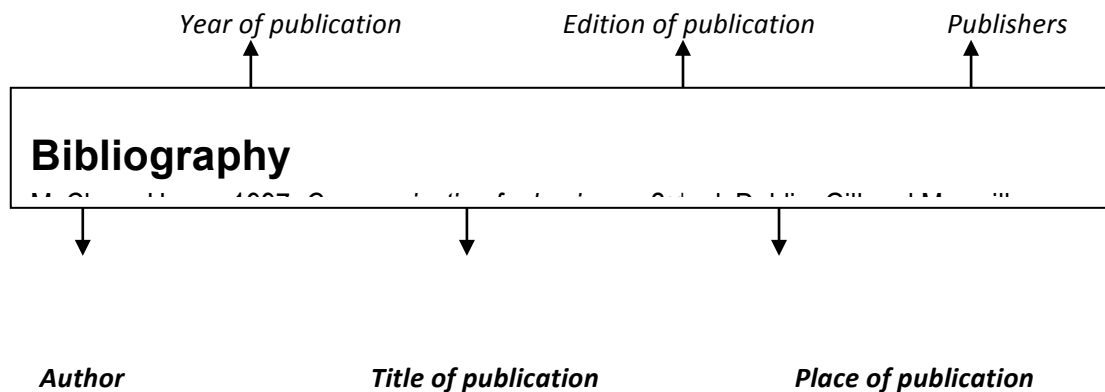
- To avoid plagiarism
- So that the reader can verify quotations

Assignment example:

You are writing an assignment about **“Communications in Organisations”** and you have consulted a book by Henry McClave, called *“Communications for Business”*. In this book you have found a quotation that you want to include in your assignment. You do that as follows:

“The ability to communicate effectively is often cited as the key characteristic of the successful manager or administrator” (McClave, 1997: 1)

The following is an example of the bibliographic entry when using the Harvard Business Style:



What information do I need for proper referencing?

- An acknowledgement within the body of your essay should include the **name of the author**, the **date of publication** and the **page numbers**, e.g. (Forde, 2001: 73-74)
- At this point – known as “in-text referencing” you are only giving the reader the author, date of publication and page reference of the source. The full details should be included in the bibliography.

Paraphrasing and quoting – what’s the difference?

Paraphrasing involves writing someone’s ideas in your own words – not verbatim e.g.

- Anderson (1987: 73-74) advances three arguments against the death penalty. He contends that the death penalty is inhuman and no society that purports to be civilised can condone it. It has never been proved that the death penalty acts as a deterrent, and, furthermore, many innocent people have died in vain for crimes committed by others.

Quoting involves writing the exact words of the author directly from the book or journal e.g.

- “My arguments against the death penalty are three-fold. To do away with any human being is uncivilised and inhuman. There is no proof that the death penalty acts as a deterrent to heinous criminal acts, and it is a documented fact that many innocent men and women have been wrongly sentenced for the crimes of others” (Anderson, 1987: 73-74)



Writing a bibliography

A bibliography is a list of books, journal articles, newspaper articles or any other printed or electronic resource referred to by an author. It normally requires the following information, all of which can be found inside the book or on the library OPAC:

- Name of the author
- Date of the publication or resource
- Title of the publication or resource
- Edition of the publication or resource
- Place of publication or resource
- Publisher

The following provides examples on how material should be entered in a bibliography:

Journal article

In this example the volume of the journal (=14), issue number (=2), page numbers (=131-143) and date (=June 2003)

- Caldwell, Raymond. 2003. Models of agency change: a fourfold classification. *British Journal of Management*, 14. (2): 131-143, June 2003

Note that the *title of the journal* is italicised and not the title of the article.

Internet

The important point to remember in this bibliographic note is to enter the date the website was accessed e.g. 4 September 1996

- McKiernan, G. 1996. *Project Aristotle(sm): automated categorisation of Web resources*. [Online]. Available: <http://www.public.iastate.edu/~CYBERSTACKS/Aristotle.htm> [4 September 1996]

Electronic Database

In this example the title of the journal in which the article has been published (*Journal of Management Studies*) is in italics. The name of the database and the article reference number (if any) should be given in square brackets.

- Roche, William K. 1999. In search of commitment-oriented human resource management practices and the conditions that sustains them. *Journal of management studies*, 36 (5) 653 [Abstract in the InfoTrac database]