

Professional IT

CP50061R

Element 1: The Seminars

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¹ Picture extracted from Microsoft Office Online Gallery <http://office.microsoft.com/en-us/images/results.aspx?qu=learning&ctt=1&Download=MP900439409&ext=JPG&AxInstalled=1&c=0#ai:MP900439409|mt:2|si:3> [Online] [Accessed: 8 June 2011]

Seminar Exercise 1

Professionalism and the IT Industry

Compulsory Registration of Software Engineers?

List 5 issues in support of this

1	-The registered will be able to provide <u>quality assurance</u> of his/her work product and development projects, by complying with the set of standards designed by the body he/she is a member of.
2	-The registered will be able to obtain global <u>resources</u> shared by the body he/she is a member of, improving his/her knowledge and confidence in the software engineering field.
3	-The registered will <u>improve</u> his/her job <u>career</u> prospects by having on his/her CV a notation regarding the professional body he/she is a member of, denoting by this additional information commitment and professionalism in the software engineering field.
4	-The registered will have the opportunity of <u>networking</u> with peers working in the same field, sharing information, knowledge and tips related to the software engineering field.
5	-The registered will be <u>informed</u> periodically <u>of any news</u> in the field like the latest tendencies, technology updates and improvement made in the software engineering field sector, either by e-mail or by post.

List 5 issues against this

1	-The registered will have to consider the <u>fees</u> needed to pay for his/her registration, and budget for the renewal of his/her membership in the future as well as any extra expenditures of the body he/she belongs to.
2	-The registered will have to <u>granulate the information</u> he/she receives from the associated body, ensuring the information/resources available are totally relevant to the specific area of the software engineering field he/she is working on.

3	<p>-The registered will have to conform to the <u>membership criteria</u> of the body he/she wants to be a member of, ensuring he/she meets the constraints and conditions needed for the association.</p>
4	<p>-The registered may find <u>limited</u> the number of resources available on the body, with lack of information related to a particular area of the software engineering field he/she is working or developing on.</p>
5	<p>-The registered may find <u>challenging and uncomfortable</u> the compulsory process of being part of a body that tries to represent his/her job title, particularly if the registration process is unfriendly and if the overall benefits of the association are relatively small and insignificant to the software engineering field.</p>

Seminar Exercise 2

Computing Communities

Investigation of communities nationally and locally

1. Select a sub-discipline in Computing.

Network Management working on an educational environment (school or college)

2. Search for and identify for BOTH the UK and Internationally, the 'best'
Please state name and give correct URL for your chosen community

	UK	International
SIG	<p>ITT (Institute for Learning & Development professionals) http://www.thetrainingprofessional.com/default.aspx?subcatid=38</p> <p>Established in 1995, ITT focuses on providing services of IT Professionals working or in relation with the Educational sectors.</p>	<p>National Education Association http://www.nea.org/</p> <p>Mainly focused teachers, it also supports IT professional integration in the Educational sector</p>
User Group	<p>RM (Research Machines) http://www.rmeducation.com/uk/view/network</p> <p>RM provides IT equipment and services for most of the secondary school in the UK</p>	<p>Quest International User Group http://www.questdirect.org/content/view/about</p> <p>International Community of Oracle products targeting professional developers of programs that could eventually be used on an educational environment.</p>

Discussion list	<p>EduGeek http://www.edugeek.net/forums/</p> <p>EduGeek is an open community focuses on IT and Education, where professionals and advises on the sector exchange information and useful tips.</p>	<p>ICT Women in Europe http://www.ictwomendirectory.eu/</p> <p>European Directory of Women and ICT with lots of community to share and discuss, among them one focused on education.</p>
Conference	<p>BETT http://www.bettshow.com/bett11/website/Home.aspx?refer=1</p> <p>The BETT show is a once in a year conference and seminars where IT professionals working in the Educational Sectors can meet supplier exhibiting the latest educational technology. The next conference takes place 11-14 January 2012.</p>	<p>London International Conference in Education (LICE) http://www.liceducation.org/</p> <p>LICE is an international refereed conference dedicated to the advancement of the theory and practices in education. The next conference takes place 7-10 November 2011.</p>

3. Find a useful Computing event coming up within 20 miles of TVU in the next six months

Next Generation Learning - Digital Technology and Institutional Change

http://chklist.schoolcircular.co.uk/pls/dad_chklist/cpd_booklet_pages_pub?p_bind_id=11941899671&p_strand_id=1004

This event provides an opportunity to work together to further develop the knowledge, skills and understanding needed to continue developing Digital Technology and Institutional Change.

Next Generation Learning - Digital Technology and Institutional Change

Who should attend:

The new Next Generation Learning programme is aimed at headteachers and members of the senior leadership team, including the ICT coordinator.

Outline/Objectives:

The course will provide an opportunity to work together to further develop the knowledge, skills and understanding needed to continue developing Digital Technology and Institutional Change.

ALL schools will be eligible, whether or not members of staff have taken part in previous SLICT programmes. It will provide an opportunity to work together to further develop the knowledge, skills and understanding needed to continue developing Digital Technology and Institutional Change. The programme supports the development of school-wide ICT activities as a means to further raising standards in teaching and learning. As with the original SLICT programmes it is about ICT strategy and not about ICT skills. Please see the accompanying programme for details.

[NextGenProg.pdf](#)

Note this programme is repeated on several pairs of dates in the Autumn Term. Please see the table below. Each set of dates has a separate flyer. This flyer relates to the emboldened dates showing in the table below.

Leader(s): Graham Dring (Independent Consultant and SIP)

Date(s): Programme No NGL 18 - 02 and 3 November 2010 (09:30-16:00)
Programme No NGL 19 - 08 and 10 November 2010 (09:30-16:00)
Programme No NGL 20 - 30 November and 2 December 2010 (09:30-16:00)

Venue: Mary Sumner House, 24 Tufton Street, London, SW1 3RB

Format: This is a 2 day course.

Provider: Development & Consultancy Team

Charges: Traded Services - The programme has been produced and heavily subsidised by the London Grid for Learning and the price is £150 per delegate for the 2½ days. This includes the cost of lunch, refreshments and materials.

Seminar Exercise 3

Development and structure of the IT industry

Q1 Company selected



Q2 Company details: Date established, size (turnover, employers), markets / countries

Date established	San Francisco, California (1984)
Size (turnover, employers)	<p>Cisco revenue reached \$36.1 billion (£22.5 billion) in the fiscal year of 2009.</p> <p>Cisco employs over 70,000 as per October 2010 figures</p>
Markets / countries	<p>Cisco covers a Worldwide distribution of products, with the exception of entities and end users of Cuba, Iran, North Korea, Sudan, and Syria.</p>

Q3 Key current / previous contributions to the discipline

Currently Cisco is the worldwide leading supplier and manufacture of routers and switches (network devices that make the Internet communication possible).

Previous contributions of Cisco to the IT Industry related to the invention and development of Network Protocols that enable the communication of computers between a network and across the Internet. Among the most important Cisco developed protocols are VLAN Trunking Protocol, Later 2 Forwarding Protocol, Interior Gateway Routing Protocol, Gateway Load Balancing Protocol and Netflow protocol.

Q4 Company relationships: partners, mergers, takeovers

Cisco have got a long list of Company acquisitions starting from 1993 till the present year. Among the most relevant merges Cisco has undergone in recent years are the takeovers of Nuova Systems Inc, WebEx, NeoPath, Pari Networks, ExtendMedia and Core Optics.

Q5 Key issues facing future company growth

Cisco is aiming for a worldwide recognition of its Certification Curriculum Exams (most popular of them CCNA – Cisco Computer Network Associated), setting standard in the IT Industry workforce where every IT professional in the field of Networking and Data Communication will need to have once of its Cisco Certification to credit a solid career in IT.

Cisco is also actively developing new protocols in relation to data security and encryption of data packets traveling across a network and the Internet.

Seminar exercise 4

Beginning academic research

Web searching: Ubiquitous computing

Hypothesis: The expansion in computing power in the home is limited by its ease of use (usability).

- Review the literature using google / google scholar
- Decide on search terms
- Find 5-10 sources
- Briefly summarise three key points in favour and three key points against the hypothesis.

List 5 key sources

	Keywords used, name of website and URL	Title of article and author	Type of source
1	<p>In Google Search Engine I typed the following: <i>"ubiquitous computing definition"</i></p> <p>One of the results was: http://searchnetworking.techtarget.com/definition/pervasive-computing</p>	<p>pervasive computing (ubiquitous computing). Beth Archibald Tang (2001)</p>	<p>Html page</p>
2	<p>In Google Search Engine I typed the following: <i>expansion computing home impact filetype:pdf</i></p> <p>One of the results was: https://www.princeton.edu/futureofchildren/publications/docs/10_02_05.pdf</p>	<p>The Impact of Home Computer Use on Children's Activities and Development. Kavery Subrahmanyam et al (2000)</p>	<p>Pdf document</p>

3	<p>In Google <u>Scholar</u> Search Engine I typed the following: <i>home computer usability</i></p> <p>One of the results was: http://books.google.co.uk/books?hl=en&lr=&id=RRC9IODz4VsC&oi=fnd&pg=PR7&dq=home+computer+usability&ots=5a2k_SGN0D&sig=ui1ljmf6DNrLpuzQpTRf-IFJkc#v=onepage&q=home%20computer%20usability&f=false</p>	<p>Usability Engineering. Mary Beth Rosson and John M. Carrol. San Diego, Morgan Kaufmann Publishers (2002)</p>	<p>Book</p>
4	<p>In Google <u>Books</u> Search Engine I typed the following: <i>Home computer ease of use</i></p> <p>One of the results was: http://books.google.co.uk/books?id=IQEAAAAAMBAJ&pg=PA41&dq=home+computer+ease+of+use&hl=en&ei=c9uXTeSqJYbs4wbuwu3UAQ&sa=X&oi=book_result&ct=result&resnum=2&ved=0CEYQ6AEwAQ#v=onepage&q=home%20computer%20ease%20of%20use&f=false</p>	<p>Electronics Newsfront. William J. Hawkins. Popular Science Journal page 41, October 1990</p>	<p>Article</p>
5	<p>In Google <u>Scholar</u> Search Engine I typed the following: <i>expansion home computing to stop?</i></p> <p>One of the results was: http://www2.lse.ac.uk/media@lse/whosWho/AcademicStaff/LeslieHaddon/HomeComputer.pdf</p>	<p>The Home Computer. Science as Culture. Dr. Leslie Haddon</p>	<p>Article</p>

Seminar exercise 4 continued

List 3 key issues in favour of the hypothesis

1	Home Computers will help disable people contact help and next of kin quickly
2	Home Computers will help manage the house applicants efficiently (will set recorded as schedule, turn off lights as schedule, etc)
3	Home Computers will benefit elderly people to get in touch with loved ones


List 3 key issues against the hypothesis

1	Home Computers will put children at risk of abuse if their usage is not closely monitored
2	Home Computers will generate more CO2 than needed, stressing factories to manufacture them and impacting in the environment
3	Home Computers will isolate people from each other and could be negative for people with tendency to depression or enclosure solitude

Seminar exercise 5

Academic writing: Referencing and Citation

Q1 Look at the following extracts (a, b and c) and give full reference details.

a	b	c
 <p>Pergamon Journal of Second Language Writing 10 (2001) 3-33</p> <hr/> <p>JOURNAL OF SECOND LANGUAGE WRITING</p> <hr/> <p>I am how I sound Voice as self-representation in L2 writing</p> <p>Roz Ivanić^{a,*}, David Camps^b</p> <p>^aLiteracy Research Group, Department of Linguistics and Modern English Language, Lancaster University, Lancaster LA1 4YT, England, UK ^bInstituto Tecnológico y de Estudios Superiores de Monterrey, Campus Ciudad de México, Monterrey, Mexico</p>	<p>GROWTH AND STRUCTURE OF THE ENGLISH LANGUAGE</p> <p>BY OTTO JESPERSEN PH.D., LIT.D., LL.D.</p> <p>AWARDED THE VOLNEY PRIZE OF THE INSTITUT DE FRANCE</p> <p>NINTH EDITION</p> <p>BASIL BLACKWELL OXFORD 1978</p>	<hr/> <p>Multilingualism in Metropolitan London</p> <p>REINER SALVERDA</p> <p>A description and discussion of the vast linguistic diversity in the capital of the United Kingdom</p> <hr/> <p><i>English Today</i>, 69, Vol. 18, No 1 (January 2002). © 2002 Cambridge University Press</p> <p>17</p> <hr/> <p>This article finishes on page 24.</p>

	Full References
a	Ivanic R. David Camps (2001) I am how I sound Voice as self-representation in L2 writing. Pergamon . 10, 3-33
b	Jespersen O. (1978) Growth and Structure of the English Language. 9 th ed. Oxford, Basil Blackwell.
c	Reiner Salvedra (January 2002) Multilingualism in Metropolitan London. English Today, 69, Vol. 18, No 1 Page 24. Cambridge University Press

Q2 Summarise Tyler's definition of culture in one sentence (less than 10 words) starting with:

Tyler (1871, p.1) defines culture as... a complex collection of concepts attained by man's social living.

Culture ... taken in its wide ethnographic sense is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. The condition of culture among the various societies of mankind, in so far as it is capable of being investigated on general principles, is a subject apt for the study of laws of human thought and action.

(Edward Burnett Tyler (1871) *Primitive Culture*. London: J Murray.)

Q3 Incorporate the given quotation from Swales in the following text at a suitable point. Decide on a suitable place to include the quotation. Make any changes necessary to the text.

Swales has recently withdrawn slightly from his original conception of the discourse community, stating that "the 'true' discourse community may be rarer and more esoteric than I once thought".

Quotation:...the "true" discourse community may be rarer and more esoteric than I once thought....

(J. Swales (1993). In an article "Genre and engagement", published in the journal *Revue Belge de Philologie et d'Histoire*, 71, pages 687-98. This quotation is from page 695.)

Seminar exercise 6 IT and Society

Impact of IT on Society

Discuss the impact of Information Technology on society using **one** of the following titles:

- **The invasion of personal privacy**
- **Social consequences of a highly computerised society**
- **The "digital divide"**
- **Environmental effects of computers**

Research for information using the library or the Internet and discuss your chosen topic using correct academic writing skills. Limit your discussion to 300 words.

Topic chosen: *The Invasion of personal privacy.*

Since Facebook was invented¹, back in 2004, the amount of Social Networking sites has incremented dramatically. Bebo, Sonico, Tuenti, Tweeter, HighFive, etc are just only a few of social networking sites with similar functionalities as the ones found on Facebook, where different tools embedded on the website allow you to connect to other users and share pictures and text with them. A study² made on May 2010 by Experian Hitwise³ shows that social networks are more popular in the UK than search engines, with Facebook accounting for 55% of all the social networking traffic in the UK.

This phenomenon is having a great impact in the current society, forcing to evaluate the digital privacy of the individuals and the socializing behavior. Standard ways of communication like e-mail transfer or phone calls are being replaced by Facebook messages and status updates, where users show their current temper at the time of publishing their status and can even pinpoint the location where they are (e.g. "*I feel happy with my cousing having dinner in Nandos*"), where the word "Nandos" could have a direct link to the exact location where the user is.

Facebook currently have 600⁴ million users (more than 8 times the population in UK⁵), representing the biggest online-society ever existed. Terms like "*facebooking*" have been added to the urban language⁶ and in the near future will need to be include in academic dictionaries and encyclopedias. The physiological impact that this new way of sharing and communicating with friends, where the line of privacy is blurrier and embedded on a technical interface prone to hacking and data-misuse, is something that needs a deep understanding and professional research in order to determine how each individual will be affected.

¹ Who invented Facebook? http://www.cjr.org/the_audit/am_credit_to_rolling_stone_625.php [Online] [Accessed 4 June 2011]

² UK Social Network Traffic Overtakes Search Engine Visits <http://www.emarketer.com/blog/index.php/uk-social-network-traffic-overtakes-search-engine-visits/> [Online] [Accessed: 6 June 2011]

³ Experian Hitwise <http://www.hitwise.com/index.php/uk/press-centre/press-releases/2010/social-media-alert-june-2010/> [Online] [Accessed: 6 June 2011]

⁴ Goldman: Facebook has 600 millions users http://www.msnbc.msn.com/id/40929239/ns/technology_and_science-tech_and_gadgets/ [Online] [Accessed: 7 June 2011]

⁵ National Statistics Online: Population Estimates <http://www.statistics.gov.uk/cci/nugget.asp?id=6> [Online] [Accessed: 7 June 2011]

⁶ Urban dictionary define Facebooking <http://www.urbandictionary.com/define.php?term=facebooking> [Online] [Accessed: 4 June 2011]

Seminar exercise 7 Career Path and Development

Chart a potential career progression for yourself over the next 5 years post graduation. Develop this in a simple table as shown below

Dates	Job title	Typical employer	Estimated salary	Personal development requirements prior to next role
Current	Network Administrator	Secondary High School	£28,000 per annum	CCNA and MCSE certification
2013-2015	Systems Administrator	Secondary High School in Central London	£30-£35000 per annum	Degree in Computing and Information Technology (currently doing this at UWL)
2016 and beyond	IT consultant (Education specialist)	One or many Secondary High Schools in the London area	£50,000 plus per annum	Possibly a Master in Business Administration

Seminar exercise 8

Outline of CV

When you develop your CV for the assignment (element 3), you will need to incorporate the following issues

Outline some input now in the following table:

Profile – a statement about who you are and your aims	Pro-active Network Administrator with over 8 years of experience in a Microsoft Windows environment
Key achievements	Successful implementation of SQL upgrades, server replacement, whole new IT suites installations and expanding and upgrading a network without degrading in performance or availability
Education history; in reverse chronology	RM (Research Machines) Certified Network Manager. [September 2009] Microsoft Certified System Engineer (MCSE) Windows Server 2003 [August 2008]
Employment history in reverse chronology	St James Catholic High School January 2010 to present (18 months) Role: <u>Network Manager</u> St James Catholic High School April 2005 to January 2010 (5 years and a half) Role: <u>Senior ICT Technician</u>
Additional Skills	I have good communication skills, in both verbal and in technical writing, business management skills, negotiation skills and organisation skills I am a fan of innovations and never give up a problem until it is fully solved or completely isolated from the system
Interests that show that you have a life outside work	I am a regular practitioner of Tai Chi, and also like to write short stories (had a book published in 2008) about Science Fiction and adventures

Seminar exercise 9

Codes of Conduct and Practice / Ethics

Identify **three** distinct job roles within the IT sector and for each role, highlight the single **most significant professional, legal and ethical consideration**.

Job role (e.g. software developer)	Most significant professional issue	Most significant legal issue	Most significant ethical issue
Network Administrator employed in Educational Sector (school, college)	In order to manage and administer any network, a CCNA certification is needed. In addition, if it is a Microsoft network, a MCSE certification is needed	A CRB (Criminal Records Bureau) Disclosure check is need in order to work with children	Ensure Data Protection Act is applied on the network and the confidentiality of data (children addresses, etc) is secure on only accessible by the relevant staff
Business Analyst	A Business Analyst should have an MBA (Master in Business Administration) to give credibility to his/her job role	Business Analyst could be liable of Business failure if they take a wrong decision related to a deceptive investment in the IT infrastructure of the business	Business Analyst may need to sign an act to provide total confidentiality of business secret once his/her analysis duty of a company is finished
Web designer	A significant amount of references, work previously done and a solid portfolio must precede any Web Designer applying for a new job	Web Designers need to be aware of potential disabilities of users (physical and hearing disabilities) to ensure his/her design is available to all in order to avoid possible legal discrimination	Web Designers could potentially access confidential or personal e-mails hosted on the web servers they may support

Reference: Ethical Issues for IT Security Professionals. Deb Shinder (2005) <http://www.windowsecurity.com/articles/Ethical-Issues-IT-Security-Professionals.html>