

IS4032: MOBILE APPS

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Mobile Apps

Subject Code

IS - Information Systems

Course Number

4032

Academic Unit

Information Systems (IS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

CB2023 Mobile Applications for Business

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

With the wide use of smart phones, mobile applications are becoming even more popular than Internet applications recently. On completion of this course, you will learn how to design and implement mobile applications, including coding

functions, storing text and data on smart phones, connecting to the Internet, testing functions and other useful features. Major mobile platforms will also be introduced to assist you with the development work. You will also learn how to market the mobile apps in various channels, e.g., Apple App Store. This course is useful if you want to launch an app with a business project, or you want to get acquainted with mobile technologies in a hands-on manner.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the history of Mobile and the future Mobile waves.	35	x	x	x
2	Demonstrate the attitude and ability to discover the Mobile and Social business innovation.	30	x	x	
3	Demonstrate the attitude and ability to utilize the Mobile Strategy.	20	x	x	x
4	Demonstrate the attitude and ability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.	15		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	TLA1: Lecture	<p>The changes brought by Mobile technologies are so big and widespread. For instance, Harvard education will be available to anyone with the touch of a screen. Cash will become virtual software and crime proof. Social Mobile media will push all businesses to think and act like software companies. Employment will shift as more service-oriented jobs are automated by Mobile software. Buying an item will be as easy as pointing our Mobile device to scan and pay. Cars, homes, fruit, animals, and more will be “tagged” so they can tell you about themselves. Products, businesses, industries, economies, and even society will be altered. Principles of Mobile Apps creation and design, marketing the Mobile Apps, and the use of Mobile Apps to support the business are explained by the instructor and students are divided into small groups to analyze and generate their own concept maps about the subject topic just taught.</p>	1, 2, 3, 4	Seminar:3 Hours/Week

2	TLA2: Laboratory/ Tutorial	During laboratory sessions, the following activities are used to reinforce the learning and practice of various Mobile intelligence techniques learnt in lectures: Exercises: Hands-on activities to design and develop Mobile Apps Strategy. Case studies and discussion: Discussion of various concepts learnt in lectures, and exemplified with exercises to demonstrate the applicability of various techniques in a Mobile environment for business. Presentations: Members of the project team will make a presentation of their project work, and the rest of the tutorial group and the instructor will comment and offer suggestions for improvements.	1, 2, 3, 4	
3	TLA3: Project	Students would have to complete a group project requiring them to create a Mobile Apps solution aimed at the business opportunity.	1, 2, 3, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1: Continuous Assessment Participation in class and lab sessions in activities.	1, 2, 3, 4	20	
2	AT2: Project Students would have to complete a group project requiring them to create a Mobile Apps solution aimed at the business opportunity.	1, 2, 3, 4	40	

Continuous Assessment (%)

Examination (%)

40

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

AT1: Continuous Assessment

Criterion

Ability to describe the history of Mobile and the future Mobile waves.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1: Continuous Assessment

Criterion

Demonstrate the attitude and ability to discover the Mobile and Social business innovation.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1: Continuous Assessment

Criterion

Demonstrate the attitude and capability to utilize the Mobile Strategy.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT1: Continuous Assessment

Criterion

Demonstrate the attitude and capability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Project

Criterion

Ability to describe the history of Mobile and the future Mobile waves.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Project

Criterion

Demonstrate the attitude and ability to collaboratively discover the Mobile and Social business innovation.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Project

Criterion

Demonstrate the attitude and capability to utilize the Mobile Strategy.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT2: Project

Criterion

Demonstrate the attitude and capability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Final Examination

Criterion

Ability to describe the history of Mobile and the future Mobile waves.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Final Examination

Criterion

Demonstrate the attitude and ability to discover the Mobile and Social business innovation.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

AT3:Final Examination

Criterion

Demonstrate the attitude and capability to utilize the Mobile Strategy.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Mobile commerce, Mobile waves, Mobile social networks, Mobile strategy, Mobile software, Mobile intelligence, Mobile Apps design; Business mobile Apps design principles; Mobile marketing campaign.

Reading List**Compulsory Readings**

	Title
1	Learn Android Studio, Build Android Apps Quickly and Effectively, By Adam Gerber , Clifton Craig, ISBN13: 978-1-4302-6601-3, May 13, 2015.
2	The Android Developer's Cookbook: Building Applications with the Android SDK, Ronan Schwarz, Phil Dutson, James Steele, Nelson To, Addison-Wesley, 2013, 013326159X, 9780133261592.
3	Bulletproof Android: Practical Advice for Building Secure Apps, Godfrey Nolan November 18, 2014, Addison-Wesley Professional, 9780133995084.

4	Beginning Android Programming: Develop and Design, Chris Haseman Kevin Grant December 11, 2013, 9780133572674.
5	Swift 2 for Absolute Beginners, 2nd Edition, By Gary Bennett , Brad Lees, ISBN13: 978-1-484214-89-3.

Additional Readings

	Title
1	Majeed Ahmad, Oct 15, 2013, Mobile Commerce 2.0: Where payments, location and advertising converge (Smartphone Chronicle), CreateSpace Independent Publishing Platform, ISBN-10:1484144929.
2	Paul Skeldon, Oct 19, 2011, M-Commerce, Boost your business with the power of mobile commerce, Crimson Publishing, ISBN-10:1854586750.
3	Michael Saylor, June 26, 2012, The Mobile Wave: How Mobile intelligence will change everything, Perseus Books Group, ISBN:1593157207.
4	Brian Fling, 2009, Mobile Design and Development, Practical concepts and techniques for creating Mobile sites and web Apps, O' Reilly Media, ISBN:096155441.
5	Neil Smyth, Dec 6, 2015, Android Studio Development Essentials, Amazon Digital Services, Inc., ASIN: B01928YUTC.
6	Daniel Black, Sep 9, 2014, Android by Example using Android Studio, Amazon Digital Services, Inc., B00NGOXJAK.
7	Barbara Hohensee, Aug 14, 2014, Starting with Android Studio: QuickStart Guide, CreateSpace Independent Publishing Platform, 1500831026.
8	Clive Sargeant, Jan 20, 2014, Android Studio, How to guide and tutorial, 101apps.co.za, B00HZ1O78S.