IS2023: MOBILE APPLICATIONS FOR BUSINESS

Effective Term
Semester A 2024/25

Part I Course Overview

Course Title
Mobile Applications for Business

Subject Code
IS - Information Systems
Course Number
2023

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
Nil

Equivalent Courses
CB2023 Mobile Applications for Business

Exclusive Courses
GE2257 Mobile Applications for Business

Part II Course Details

Abstract
Local and global business firms start to realize the importance of mobile business applications and to invest heavily into developing mobile applications for their business improvements and innovations. This trend creates great demand for

our graduates and business professionals with knowledge and skills in mobile applications. This course aims to Provide students with a good understanding of the mobile business echo-systems and mobile platforms for business innovations; Equip students with knowledge and skills to design business models for mobile applications in various business sectors like finance, accounting, business management, and health-care services; and Enable students to develop mobile applications for business innovations with features like location-based services and profile-based recommendation services. Students will be exposed to various mobile business applications in various business sectors. They will also learn the knowledge and skills for analysis, design, implementation and operation of mobile business applications for business improvements and innovations.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse the mobile business eco-systems and mobile platforms for business improvements and innovations.	30	x	x	
2	Generate business models and strategies for mobile applications in various business sectors like finance, accounting, business management and health-care services.	30		x	x
3	Create mobile applications for business innovations with features like location-based services, and profile-based recommendation services.	40	x	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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1. Lecture: Students will engage in formal lectures to gain concepts, knowledge and skills of mobile applications for business innovations.	In-class discussion: Students will participate in discussions in lectures (e.g. face-to-face discussion, using mobile applications) and the lecturer provides feedback based on students' responses.Recap: In the beginning of every lecture, the lecturer will summarize the topics covered in the previous lecture and provide feedback based on students' concerns and questions.Interactive Q&A: The lecturer uses a mobile interactive learning platform (i.e. iLearn System) to motivate and encourage students to participate in class and consolidate their learning of subject matters.	1, 2, 3	Seminar (with a mixed mode of lecture and computer lab/tutorial):3 Hours/ Week
2	LTA2. Computer Lab/ Tutorial: Students will engage in tutorial sessions, the activities listed on the right column are used to reinforce the learning and practice of various methods and techniques learnt in lectures.	Exercises: Student will experience hands-on activities to design, prototype, and evaluate mobile applications for business innovations.Case studies: Discussion of various concepts learnt in lectures, and exemplified with exercises to demonstrate the applicability of various principles, methods and techniques in a mobile environment for business innovations.Individual Presentations: A presentation of the developed mobile application for a business purpose. Instructor and classmates will comment and offer suggestions for improvements.	1, 2, 3	Seminar (with a mixed mode of lecture and computer lab/tutorial):3 Hours/ Week

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	AT1. Continuous Assessment:Participation in class and tutorial sessions in academic activities and their quality in answering the questions.	1, 2, 3	10	
2	AT2. Project:Students need to complete a group project to design a mobile application that aims to solve a business problem or to propose a business innovation. The grading of the project will be based on academic quality together with the measurable usage data and peer ranking in the class. The topic of the project should be related to mobile applications for business innovations. Students are expected to use discovery-driven strategies, and design a new mobile application on a given mobile platform (e.g. iPhone/Android). The project requires a project proposal and a presentation.	1, 2, 3	50	

Continuous Assessment (%)

60

Examination (%)

40

Assessment Rubrics (AR)

Assessment Task

AT1. Continuous Assessment

Criterion

Ability to critically explain the mobile business eco-systems and mobile platforms for business improvements and innovations.

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
Ability to effectively design business models and strategies for mobile applications in various business sectors.

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
Ability to individually develop mobile applications for business innovations with features like location-based services, and profile-based recommendation services.

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 critically explain the selected mobile business eco-systems and mobile platforms for business improvements and innovations.

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 effectively design business models and strategies for mobile applications in various business sectors.

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 collaboratively develop mobile applications for business innovations with features like location-based services, and profile-based recommendation services.

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 critically explain and evaluate the mobile business eco-systems and mobile platforms & applications for business improvements and innovations.

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 effectively design business models and strategies for mobile applications in various business sectors.

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 Apps; App Development Environments; Navigation and Interface Design; Mobile App Management; Monetizing Apps; Publishing Apps; Mobile 2.0; Mobile Retailing; Mobile Payments; Mobile Healthcare.

Reading List

Compulsory Readings

	Title
1	David Wolber, Hal Abelson, Ellen Spertus, and Liz Looney, 2014, App Inventor 2: Create your own Android Apps, O'Reilly Media, 332 Pages, ISBN-13: 978-1491906842.
2	Daniel Rowles, 2014, Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page, 280 Pages, ISBN-13: 978-0749469382.

Additional Readings

	Title
1	Tim Hayden, Tom Webster, 2015, The Mobile Commerce Revolution: Business Success in a Wireless World, Que Publishing, 208 Pages, ISBN-13: 978-0789751546.
2	Paul Skeldon, 2012, M-Commerce, Boost your business with the power of mobile commerce, Crimson Publishing, 288 Pages, ISBN-10:1854586793.
3	Majeed Ahmad, 2013, Mobile Commerce 2.0: Where Payments, Location and Advertising Converge (Smartphone Chronicle), CreateSpace Independent Publishing Platform, 264 Pages, ISBN-10:1484144929.