

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Information Systems  
with effect from Semester A 2017 / 2018**

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**Part I Course Overview**

**Course Title:** Mobile Applications for Business

**Course Code:** CB2023

**Course Duration:** One Semester (13 weeks)

**Credit Units:** 3

**Level:** B2-4

**Proposed Area:**  
*(for GE courses only)*

Arts and Humanities

Study of Societies, Social and Business Organisations

Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* Nil

**Exclusive Courses:**  
*(Course Code and Title)* GE2257 Mobile Applications for Business

## Part II Course Details

### 1. Abstract

(A 150-word description about the course)

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 eco-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.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Explain the mobile business eco-systems and mobile platforms for business improvements and innovations.	30%	✓	✓	
2.	Design business models and strategies for mobile applications in various business sectors like finance, accounting, business management and health-care services.	30%		✓	✓
3.	Develop mobile applications for business innovations with features like location-based services, and profile-based recommendation services.	40%	✓	✓	✓
		100%			

\* If weighting is assigned to CILOs, they should add up to 100%.

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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.

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
TLA1. Lecture: Concepts, knowledge and skills of mobile applications for business innovations are explained in the lectures.	<ul style="list-style-type: none"> <li>• <b><i>In-class discussion</i></b>: Students participate in discussions in lectures (e.g. face-to-face discussion, using mobile applications) and the lecturer provides feedback based on students' responses.</li> <li>• <b><i>Recap</i></b>: 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.</li> <li>• <b><i>Interactive Q&amp;A</i></b>: 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.</li> </ul>	✓	✓	✓	Seminar (with a mixed mode of lecture and computer lab/tutorial): 3 Hours/ Week
TLA2. Computer Lab/Tutorial: During 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.	<ul style="list-style-type: none"> <li>• <b><i>Exercises</i></b>: Hands-on activities to design, prototype, and evaluate mobile applications for business innovations.</li> <li>• <b><i>Case studies</i></b>: 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.</li> <li>• <b><i>Individual Presentations</i></b>: A presentation of the developed mobile application for a business purpose. Instructor and classmates will comment and offer suggestions for improvements.</li> </ul>	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: 60%					
<b>AT1. Continuous Assessment:</b> Participation in class and tutorial sessions in academic activities and their quality in answering the questions.	✓	✓	✓	10%	
<b>AT2. Project:</b> 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.	✓	✓	✓	50%	
Examination: 40% (duration: 2 hours)					

<b>AT3. Final Examination:</b> This will assess both students' conceptual understanding and design skills using one or more small case studies.	✓	✓		40%	
* The weightings should add up to 100%.				100%	

\*\* Students are required to pass both coursework and examination in order to secure an overall pass in this course.\*\*

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task (AT)	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
AT1. Continuous Assessment	Ability to critically explain the mobile business eco-systems and mobile platforms for business improvements and innovations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to effectively design business models and strategies for mobile applications in various business sectors.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to individually develop mobile applications for business innovations with features like location-based services, and profile-based recommendation services.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2. Project	Ability to critically explain the selected mobile business eco-systems and mobile platforms for business improvements and innovations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to effectively design business models and strategies for mobile applications in various business sectors.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to collaboratively develop mobile applications for business innovations with features like location-based services, and profile-based recommendation services.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT3. Final Examination	Ability to critically explain and evaluate the mobile business eco-systems and mobile platforms & applications for business improvements and innovations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Ability to effectively design business models and strategies for mobile applications in various	High	Significant	Moderate	Basic	Not even reaching marginal levels

	business sectors.					
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**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

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.

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

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

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

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