

**City University of Hong Kong
Course Syllabus**

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

Part I Course Overview

Course Title: Mobile Apps

Course Code: IS4032

Course Duration: One Semester (13 weeks)

Credit Units: 3

Level: B4

Arts and Humanities

Proposed Area:
(for GE courses only)

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) CB2023 Mobile Applications for Business

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

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.

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 [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the history of Mobile and the future Mobile waves.	35%	✓	✓	✓
2.	Demonstrate the attitude and ability to discover the Mobile and Social business innovation.	30%	✓	✓	
3.	Demonstrate the attitude and ability to utilize the Mobile Strategy.	20%	✓	✓	✓
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%		✓	✓
		100%			

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

[#] 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	4	
TLA1: Lecture	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.	✓	✓	✓	✓	Seminar: 3 Hours/Week
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: <ul style="list-style-type: none"> • <i>Exercises</i>: Hands-on activities to design and develop Mobile Apps Strategy. • <i>Case studies and discussion</i>: Discussion of various concepts learnt in lectures, and exemplified with exercises to demonstrate the applicability of various techniques in a Mobile environment for business. • <i>Presentations</i>: 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. 	✓	✓	✓	✓	
TLA3: Project	Students would have to complete a group project requiring them to create a Mobile Apps solution aimed at the business opportunity.	✓	✓	✓	✓	

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	4		
Continuous Assessment: 60%						
AT1: Continuous Assessment Participation in class and lab sessions in activities.	✓	✓	✓	✓	20%	
AT2: Project Students would have to complete a group project requiring them to create a Mobile Apps solution aimed at the business opportunity.	✓	✓	✓	✓	40%	
Examination: 40% (duration: one 2-hour exam)						
AT3: Final Examination This will assess both the conceptual understanding and the design skills using one or more small case studies.	✓	✓	✓	✓	40%	
					100%	

* The weightings should add up to 100%.

Remark: Students must pass BOTH coursework and examination in order to get 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 describe the history of Mobile and the future Mobile waves.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and ability to discover the Mobile and Social business innovation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to utilize the Mobile Strategy.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.	High	Significant	Moderate	Basic	Not even reaching marginal levels
AT2: Project	Ability to describe the history of Mobile and the future Mobile waves.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and ability to collaboratively discover the Mobile and Social business innovation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to utilize the Mobile Strategy.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.	High	Significant	Moderate	Basic	Not even reaching marginal levels

AT3: Final Examination	Ability to describe the history of Mobile and the future Mobile waves.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and ability to discover the Mobile and Social business innovation.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to utilize the Mobile Strategy.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	Demonstrate the attitude and capability to discover the fundamental of publish and advertise the Mobile Apps through Mobile Apps stores and other channels.	High	Significant	Moderate	Basic	Not even reaching marginal levels

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

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.	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.

2.2 Additional Readings

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

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.