Module Guide

Mobile Applications: From Idea to Mass Adoption

BBS_6_MAP

School of Business

Subject to EE Approval

Level 6

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1. <u>MODULE DETAILS</u>

Module Title:	Mobile Applications – From Idea to Mass Adoption
Module Level:	6
Module Reference Number:	BBS_6_MAP
Credit Value:	20
Student Study Hours:	200
Contact Hours:	60
Private Study Hours:	140
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	MCB
Year and Semester	3, Semester 2
Module Coordinator:	Mo Obadina (Mojo)
MC Contact Details (Tel, Email, Room)	obadinam@lsbu.ac.uk, LRC Rm.208
Subject Area:	Division of Business and Enterprise
Summary of Assessment Method:	100%

2. <u>SHORT DESCRIPTION</u>

This is a practical module, which aims to provide students with an in-depth hands-on ideas and knowledge to successfully plan and launch a mobile application. The module will cover key concepts in the design, implementation and business use of mobile applications.

The use of mobile apps has now overtaken desktop computing. More and more businesses are using mobile apps within their companies as well as providing products and services through mobile technology. They have ventured beyond basic services and are now offering games, location-based services, order tracking services, retailing, banking, health and medical services, and ticket purchases. They will develop more into other areas such as government and public services. Mobile apps are designed to run on small mobile devices such as smartphones, tablets and include wearable technologies.

3. <u>AIMS OF THE MODULE</u>

Students will be taught the challenges and opportunities for businesses in both the design and use of mobile apps, and will be encouraged to explore these issues within a company context giving a full and considered analysis to the various business issues involved.

4. <u>LEARNING OUTCOMES</u>

4.1 Knowledge and Understanding

A1:   Understand the theories, methodologies and application of the technologies incorporated in mobile apps

4.2 Intellectual Skills

B1:   Research business and management issues either individually or as part of a team for projects, dissertations and presentations.

B2:   Critically evaluate the market environment to ascertain the product / business viability

4.3   Practical Skills

C1:   Make effective use of communication and media technologies for business.

C2:   Use other related applications software

4.4   Transferable Skills

D1:   Define problems, and be effective at problem-solving and decision-making, using appropriate quantitative and qualitative skills
D2:   Be able to create, evaluate and assess options
D3:   Be able to apply ideas and knowledge to a range of situations.

5.   ASSESSMENT OF THE MODULE

5.1   Assessment Requirements

Formative Assessment:

- Weekly seminar activities to complete in class and outside class to help students to fully understand particularly the practical aspects of the module.

- **Summative Assessment:**

This module will be 100% assessed by **coursework, consisting of two sub-components of assessment as follows:**

Sub-component One: Report (50%)

The students will be asked to identify a market need and design a suitable mobile application that meets that need. They will be required to write a 2,500 word report that:

- describes their market segment
- market research, resources
- shows how the app is marketed to that segment
- shows the app in use (simulated model)
- identifies competitors and their likely impact
- demonstrates how the app may be improved over time

Sub-component Two - Presentation: (50%)

Students will also be asked to prepare a 20 minute group presentation on the above in groups of between 3 and 4 students.

Presentations will be in week 10 and submissions to Moodle area will be **by 11.55pm on 3rd April 2020 – Only one member of the groups needs to submit the presentation.**

5.2   Requirements:

The Presentation: Groups of no more than 4

Content – (as per Business Report below)	**50 marks**
Structure and use of time	10 marks
Visual aids	10 marks
Expression (confidence, enthusiastic)	10 marks
Clarity, originality and impact	10 marks
Eye contact (no notes/cards or reading from the screen)	10 marks

The Business Report 2,500 words:

Choose a business sector that interests you, decide on a market need and design a suitable mobile application that meets that need.

You are required to:

Describe the Mobile App market segment drawing on the underpinning theories	10 marks
Your vision, mission and values	10 marks
Mobile App and service offering/Innovation (solution/gap)	10 marks
Market Research (Customer demographics /Porters 5 Forces/PESTLE/SWOT/USP)	20 marks
Resource implications/revenue	10 marks
Show the app in use (simulated model)	10 marks
Show how the app is marketed to that target market segment	10 marks
Identify competitors and their likely response to your new product in the app market	10 marks
Demonstrate how the app may be improved over time	10 marks

Your answers must include relevant concepts from the lectures.
You will need to provide a clearly reasoned report with images, theory and references to support your discussion. **Maximum 2500 words**.

The report will need to be submitted through Turnitin on the module Moodle site by **11.55pm on 15th May 2020**

5.3   Hand in dates

3rd April 2020 – Hand in Date for your presentation – Only one submission per group

15th May 2020 – Hand in Date of 2,500 word Report

All work needs to be submitted through the assignments section of the Moodle site.

If the deadline is not met, then penalties will apply. (See Course Handbook for details.)

6.   FEEDBACK

Generic feedback on the assignments will be on Moodle two weeks after the hand in date.

7.   GUIDANCE ON REFERENCING

The attention of every student is drawn to the warning in the course guide on late submission of coursework, mitigating circumstances and plagiarism. For guidance on copyright and referencing see the following section 'Guidance on referencing'

(Supplied by Academic Misconduct Officer)

Correct referencing is an academic skill that you will be assessed on. Correct referencing demonstrates that you have read appropriately on the subject shows that you are acknowledging the sources you have used (that you are not trying to cheat) and provide information on useful sources of information to your reader. Doing it correctly demonstrates professionalism, doing it incorrectly will lead to reduced marks, possibly to disciplinary action which includes the possibility of having your studies terminated.

I do see cases where the student has clearly deliberately attempted to cheat. These are dealt with very firmly. However, most cases I see are where students have either referenced poorly or not bothered with referencing at all. Otherwise good work often fails in these circumstances.

Guidance on referencing itself is available from the resources listed at the end of
This sheet. If you have any concerns about your referencing ask for help before
Submitting.

You can find online help-sheets by using the following link:

http://www.lisa.lsbu.ac.uk/002_bcim/business/general/helpsheets_bm.htm

In particular you should look at:

HS4 Plagiarism
HS30 How to do your Referencing
(1): an introduction to the Harvard System (Printed Sources)
HS31 How to do your Referencing (3) Web Sites, Electronic Journals and the Internet
Further help is available on all academic matters from the 'Academic Assistant' at
http://www.blc.lsbu.ac.uk/aa/aa/

8. STUDENT ADVICE

Students are advised to keep a hard copy and an electronic copy of all coursework even after the hand in date.

9. TEACHING AND LEARNING PATTERN

Each week the contact hours will be divided into a 1- hour lecture followed by a 3-hour seminar session.

9.1 Lectures will:

- Help students understand e-business strategies, concepts and the up to date use of technologies to build, maintain and grow mobile applications
- Classroom bases learning supported by the use of VLE, video/DVD clips, case studies and some group activities

9.2 Seminars will:

- Provide a forum for students to apply their learning using various tools and resources
- Critically explore lecture topics in detail and act as a vehicle to exchange views and the development of a critical and reflective approach to the course
- Include practical sessions with the opportunity to use standard open-source and online tools and industry standard applications software to design web applications
- Involve live brief discussions.

9.3 Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions on various topic areas. Students will be encouraged to identify for themselves particular problems or difficulties and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.
Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

9.4 Employability

This module contributes to a student's employability by introducing concepts, technologies and strategies that allow them a management role in mobile app development and business use, providing a skills and knowledge advantage to prospective employers.

It will enable them to be employed in areas concerned with the design and implementation of mobile app solutions both to individuals and organisations.

This module contributes to a student's employability by giving them an understanding of aspects of e-business and mobile applications that relate to promotion of successful and

winning business and have the necessary skills to plan, design and market an e-business and giving them the skills to work cooperative with people from different backgrounds. Also giving the student a good foundation to pursue careers in the following industries:

- Sector examples: e-government, e-governance; e-education; e-marketing and services and large and small businesses, telecommunications

Further, this module contributes to a student's employability by giving them the skills to be able to work in and manage groups in organisations that have a significant interest in mobile applications, both as developers and users.

10. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

SEMESTER 1		
Session	TOPIC	SEMINARS
Session 1 3/01/2020	Introduction to the Module - History & Understanding Mobile Apps; - Theories, methodologies and Concepts	Team Formations Understanding relevant terminologies Why we choose certain Apps
Session 2 07/02/2020	The Entrepreneurial Process - Who is an Entrepreneur/Technopreneurship (skills) - Innovation and Risk Taking - The Vision - Getting Started – First steps - Coursework	Team Agreements Business Planning using templates
Session 3 14/02/2020	Market Environment Analysis: Business case - Research the market (Mapping existing apps) - Understanding Market and customer needs	Further research into the App market
Session 4 21/02/2020	Develop App for Prototype for your Target Audience – *Guest Lecturer - John Omokore App expert.* - Project development/Product design - Simulation of the app - Introduction to App options	Designing the App interface
Session 5 28/02/2020	Business Structure and websites: - What's in a name? - Domain Registration/Hosting - Wordpress.org V Wordpress.com - Business Registration – Legal and Tax	Developing your business platform

Session 6 06/03/2020	Future Trends and Developments • Mobile Wearables, Robotics • Robotics and AI • E-Business Revenue models	Developing a Business revenue model for the App – Using Excel Assignment Discussions
Session 7 13/03/2020	E-Business Online Tools: • Buyers motivation and drivers • Analytical tools – Google Analytics, Trends • Business App development online support – Fiverr, PPH et al	User needs and Assignment Discussions
Session 8 20/03/2020	Mobile App IP Security & Payment Systems: • Intellectual Property and legal issues • Prevention/Threats/Solutions • Payment options (Pros/Cons)	Patents, Security and Assignment Discussions
Session 9 27/03/2020	E-Business Marketing: Email Marketing: • Online CRMS for SMEs; • Introduction to MailChimp (CRM and Marketing tool) • Affiliates, Influencers • Social Media - Facebook Marketing/campaigns and analytics • Automation options	CRM and Social Media Marketing Assignment discussions
Session 10 03/04/2020	Team Management and group dynamics • Belbin, Mumford, Okafor et al and Tuckman • Roles of Team members	**Presentation in Seminars**
	Easter break – 10/04/2020 – 24/04/2020	
Session 11 01/05/2020	Analysis of the different App options and platforms • iOS, - Xcode OS 10.8 or above • Android, - Wordpress • MacApp, - Xcode • Web-based Apps, • Hybrid apps (iOS, android and web based)	Individual Coursework Report discussions and tutorial
	Bank Holiday Break – 08/05/2020	

Session 12	Employability Skills and Careers	Individual Coursework Report discussions and submissions
15/05/2020	• Skills analysis • Career options • CVs and interviews	

11. STUDENT EVALUATION

This module was first delivered in semester 2 of the 2018/19 academic year,

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12. LEARNING RESOURCES

Core Reading List

1. Carl Brown (2015). App accomplished: Strategies for app development success. Addison Wesley.

2. Mo Obadina(2016) Unleash Your Business MOJO!. Mo's MOJO Media

3. Bobby Gill and Jordan Gurrieri (2013) . Appsters: A Beginner's Guide to App Entrepreneurship, Blue Label Labs

Indicative References

1. Berkowski, George (2014). How to Build a Billion Dollar App: Discover the secrets of the most successful entrepreneurs of our time. Piatkus; Digital original edition.

2. Bagozzi, R.P. (2007). The legacy of the technology acceptance model and a proposal for a paradigm shift. *Journal of the Association for Information Systems*, 8 (4): 244–254

3. Flynn, M., (2014) Mobile Apps: for Business- The Ultimate Guide to creating Mobile, Apps for growing your Business, Kindle Edition only, ASIN: B00KI596RK

4. Honey, P. and Mumford, A. (1992) The Manual of Learning Styles (3rd ed.), Maidenhead: Peter Honey Associates Publications Ltd.

5. Kapoor, Monika (2017). What are some good examples of wearable device and healthcare app? studied at YMCA University of Science and Technology https://www.quora.com/What-are-some-good-examples-of-wearable-device-and-healthcare-app

6. Okafor, D. J., Nico, M. & Azman, B. B. (2016). The influence of perceived ease of use and perceived usefulness on the intention to use a suggested online advertising workflow. *Canadian International Journal of Science and Technology*, 6 (14), 162-174.

7. Peres, Renana (2010). Innovation diffusion and new product growth models: A critical review and research directions. *International Journal of Research in Marketing*. 27 (2): 91–106 doi:10.1016/j.ijresmar.2009.12.012.

8. Rogers, Everett (16 August 2003). Diffusion of Innovations, (5th Edition). Simon and Schuster. ISBN 978-0-7432-5823-4.

9. Roger (1962, 2003) Innovation diffusion theory that seeks to explain how, why, and at what rate, new ideas and technology spread Rogers,

10. Tuckman, Bruce W., & Jensen, Mary Ann C. (1977). Stages of small group development revisited. Group and Organizational Studies; 2, 419- 427.

11. Venkatesh, V. & Bala, H. (2008). Technology Acceptance Model 3 and a Research Agenda on Interventions. *Decision Sciences*, 39 (2): 273–315, doi:10.1111/j.1540-5915.2008.00192.x

12. Workman, M. (2007). Advancements in technology: New opportunities to investigate factors contributing to differential technology and information use. *International Journal of Management and Decision Making,* 8 (2): 318–342, doi:10.1504/ijmdm.2007.012727

13. Wu, J. H.; Wang, S C. (2005), What drives mobile commerce? An empirical evaluation of the revised technology acceptance model. *Information and Management*, 42 (5): 719–729

Background Reading:

E-Commerce Academy - https://www.2checkout.com/ecommerce-resources

E-Commerce Training Academy - https://ecommercetrainingacademy.com/

London South Bank University's Intranet and computer based resources - http://www1.lsbu.ac.uk/library/