University of the West of Scotland

Module Descriptor

Session: 2018/19

Title of Module: Mobile Business Technology and Design			
Code: COMP11051	**SCQF Level: 11 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	School of Engineering and Computing		
Module Co-ordinator:	Mark Stansfield		

Summary of Module

The module is concerned with a study into the concepts, technologies and implementation issues relating to mobile business (m-business) within the context of different problem scenarios. The module focuses on developing in students essential knowledge and skills, both academic and practical, necessary for the development and management of m-business within a range of organisational situations. The module is concerned with exploring key m-business technologies that include areas such as 4G, 5G, Bluetooth and Wi-Fi from a management perspective.

The module will also investigate the market evolution, driving forces, global trends and future developments in relation to m-business, as well as key organisational areas such as revenue models, supply chain management and m-business security. The module also explores m-business from a broader, management perspective through the investigation of key issues relating to m-business strategy aimed at increasing organisational effectiveness and competitiveness in the long term. The module also investigates m-business within the context of a range of applications and case studies such as mobile banking, marketing, entertainment and customer relationship management (CRM). In addition, the module focuses on the design, protoyping and evaluation of mobile apps informed by research.

Module Delivery Method

Face-To-Face	**Blended**	**Fully Online**
✓	✓	✓

Face-To-Face

Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Fully Online
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

Blended
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance Learning (D/L) (ie. Virtual Campus): (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Hamilton:	D/L Virtual Campus:	Other:
✓				✓	

Learning Outcomes: (maximum of 5 statements)

At the end of this module the student will be able to:

L1. Demonstrate an understanding of the use of the m-business concepts and technologies and evaluate the validity of existing m-business models.

L2. Critically appraise emerging models and software packages for developing m-business opportunities and demonstrate an understanding of approaches organisations can use in order to integrate m-business into their business strategy.

L3. Demonstrate an understanding of the approaches to developing and implementing an m-business opportunities, as well as techniques for communicating with customers, building relationships and facilitating mobile commerce.

L4. Explain the technical and management roles undertaken during the development of new m-business initiatives, as well as in sustaining existing ones.

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level 11. An understanding of the concepts, approaches, technologies and techniques relating to developing m-business opportunities. A critical understanding of the technical and management roles adopted in the development of m-business initiatives.
Practice: Applied Knowledge and Understanding	SCQF Level 11. Critically evaluate and advise on appropriate sofware development packages relating to the development of mobile application prototypes Produce mobile application prototypes which are informed by research and are at the forefront of mobile application development methods and/or tools.
Generic Cognitive skills	SCQF Level 11. An ability of analyse and evaluate existing knowledge and practices within the area of m-business, with a view to identifying and exploring ways in which key issues might be addressed further. An ability to critically apply a systemic and multidisciplinary approach to dealing with complex technological and organisational issues relating to m-business.
Communication, ICT and Numeracy Skills	SCQF Level 11. Effectively identify and use mobile application development tools deemed appropriate for the development of working prototypes within the context of wider project management activities. A critical awareness of how relevant new and emerging technologies can be used by practitioners to enhance m-business development and implementation.
Autonomy, Accountability and Working with others	SCQF Level 11. Exercise a substantial ability to work autonomously, demonstrating critical inquiry in producing quality work underpinned by rigorous

	investigation. Learn effectively for the purpose of continuing personal development planning through interacting with others in academic and professional bodies and organisations relevant to m-business. Demonstrate an ability to manage and work autonomously with a range of self-directed m-business related learning resources.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

* Indicates that module descriptor is not published.

Learning and Teaching
This module is underpinned by flexible delivery which is aimed at appealing to a diverse student profile within local, national and international markets. In addition to conventional teaching methods, the module provides the opportunity for self-paced study, study on and off campus through a range of eLearning and blended learning mechanisms which can be adapted to suit specific market needs whether at a local, national and international level. This module has been developed in full eLearning format and is available through Moodle. In addition, the module can be delivered in a blended learning format (using eLearning materials in conjunction with face-to-face tutorial support), and in a conventional face-to-face lecture and tutorial delivery format (depending on specific market needs) supported by the significant module learning resources available on Moodle.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Categories**	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)

Lecture/Core Content Delivery	Scheduled	24
Tutorial/Synchronous Support Activity	Scheduled	8
Laboratory/Practical Demonstration/Workshop	Scheduled	4
Asynchronous Class Activity	Independent	40
Independent Study	Independent	124
		200 Hours Total

****Indicative Resources: (eg. Core text, journals, internet access)**

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Neil, T. (2014) Mobile Design Pattern Gallery: UI Patterns for Mobile Applications. O'Reilly.

Nielsen, J. and Budiu, R. (2012) Mobile Usability. New Riders.

Curwen, P. and Whalley, J. (2013) Mobile Telecommunications in a High Speed World. Gower

Stallings, W. (2014) Wireless Communications & Networks. Pearson

Module resources on Moodle

(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance Requirements

It is expected that students will attend all scheduled classes or participate with all delivered elements as part of their engagement with their programme of study. Please refer to UWS Regulation 5.3.6.

Course Reference Numbers (CRNs) (if known)

Paisley:	Ayr:	Dumfries:	Hamilton:	D/L Virtual Campus:	Other:

12150				16603	

Trimester(s) for Module Delivery					
(Provided viable student numbers permit).					
Trimester 1	✓	Trimester 2	✓	Trimester 3	✓

For Internal Use Only

Subject Development Group (SDG)	Business Technology
Assessment Results (Pass/Fail)	No
Subject Panel	Business & Applied Computing
Moderator	Abel Usoro
External Examiner	Ezendu Ariwa
Accreditation Details	This module is accredited by BCS as part of a number of specified programmes.
Changes/Version Number	v3.5 Module available in Trimester 3 to take into account future programme offerings and developments (e.g. delivery in India). Updated SDG, Subject Panel and External Examiner. Introduced class test (worth 20%) to replace the formal examination and increased the coursework value to 80% of the total assessment value.

Assessment: (also refer to Assessment Outcomes Grids at end of document)
Written Assignment (80%)
Class Test (20%)
(N.B. (i) **Assessment Outcomes Grids** for the module (one for each main assessment category) can be found at the end of this descriptor which clearly demonstrate how the learning

outcomes of the module will be assessed.
(ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Handbook.)

Assessment Outcome Grids (Footnote A.)

Assessment Category 1

Assessment Category	Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Assignment	Case study	✓	✓	✓	✓	80	0

Assessment Category 2

Assessment Category	Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Assignment	Class test (written)	✓		✓		20	1
Combined Total For All Assignment Categories						100%	1 hours

Footnotes

A. Referred to within Assessment Section above

B. Identified in the Learning Outcome Section above

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
   This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity
The module teaching team work very closely with the School of Engineering and Computing's Disability Support Coordinator, as well as Students Services, the Disability Support Team, Effective Learning Team, the Quality Enhancement Support Team, and the Department of People & Organisational Development to ensure a commitment to all students (and staff) associated with the programme, regardless of age, disability, gender, race, religion or belief or sexual orientation. UWS Equality and Diversity Policy
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)