

MODULE SPECIFICATION

1. **Title of the module**

Agile App Design for Business

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 4

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

- | | |
|--|-----------------|
| ● BA (Hons) Business Management | - option module |
| ● BA (Hons) Business Management with Entrepreneurship | - option module |
| ● BA (Hons) Business Management with Finance | - option module |
| ● BA (Hons) Business Management with Global Industries | - option module |
| ● BA (Hons) Business Management with Law | - option module |
| ● BA (Hons) Business Management with Marketing | - option module |

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate knowledge and understanding of mobile platforms, operating systems, and the principles of coding, usability (UX) & Interaction (UI) design
- 8.2 Identify and evaluate Agile methodologies, Scrum teamwork and collaboration tools
- 8.3 Understand the global and future technological context of app development
- 8.4 Evaluate key business issues and challenges associated with app development
- 8.5 Demonstrate an ability to apply well established principles to collaboratively contribute to the design of apps, identifying the related business issues

9. **The intended generic learning outcomes.**

On successfully completing the module students will be able to:

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- 9.1 Demonstrate an understanding of a variety of sources of information and data and their reliability and relevance to a project
- 9.2 Communicate and present both orally and in writing, and both individually and as part of a team
- 9.3 Undertake further training and develop new skills within a structured and managed environment

10. A synopsis of the curriculum

Module Aims

The rapid emergence and widespread adoption of devices such as smart phones and tablets have opened the doors for a new generation of mobile applications and services. Examples include the use of smart phones for mobile health applications, location-based services, and the remote monitoring of critical infrastructure. Students will learn hands-on about mobile development environments, the different mobile platforms and operating systems, and the constraints and challenges in mobile application development. Students will also examine the case for and against outsourcing and explore issues related to marketing, monetisation and app store optimisation. This module encourages students to learn the basics of coding either for IOS, Android or Hybrid apps, to learn about Usability design (UX) and to gain relevant skills to allow them to work productively in an agile professional app development environment whether as an independent app developer or part of a corporate team.

Overview of syllabus:

1. Mobile operating systems and hardware: deciding which mobile platform eg Android, iPhone, iPad, Windows, Hybrid to develop for and why.
2. Agile and Scrum methodology: exploring Agile ways of working as a team that are responsive and self organizing.
3. Mobile Applications Programming: understanding key generic coding concepts and what the Software Development Kit (SDK) and libraries are and how they are used.
4. User interface (UI) and User experience (UX) design and prototyping: utilizing wireframes/storyboarding, user stories, colours and fonts and prototyping tools, Hadoop and Bluemix.
5. Deployment: understanding app marketing, monetisation and app store optimisation issues.

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11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- Robinson, S. Marsden, G. Jones, M. (2015) There's Not an App for That: Mobile User Experience for Life, Elsevier.
- Scanlon Thomas, E., (2011) Breaking the Addiction to Process: An Introduction to Agile Project Management, IT Governance
- David, M., Murman, C., (2014) Designing Apps for Success, Taylor & Francis
- Sandberg, R., Rollins, M., (2013) The Business of Android Apps Development, Springer Verlag
- Wooldridge, D., Schneider, M., (2011) The Business of iPhone and iPad App Development, Springer Verlag
- Feiler, J. (2015) Swift For Dummies, For Dummies
- Burd, B.A. (2015) Android Application Development All-in-One for Dummies
- Knapp, J (2016) Sprint: How To Solve Big Problems and Test New Ideas in Just Five Days

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture, one 1.5 hour seminar per week plus two half-day App Jams and a one day Hackathon during the term. The Hackathon requires students to form multi-disciplinary teams and apply their new knowledge to create a working mobile app prototype incorporating appropriate technology (for example IBM Blue Mix and Apache Hadoop). The two App Jams encourage students to disseminate the skills they have learnt in their teams ie design, coding and prototyping, across the three workshop groups.

No prior software development experience is required. This is very much a hands-on module that requires a significant amount of autonomous learning and application as the outcome will be the ability for students to develop the confidence and skills to write an app proposal and work collaboratively to create fully-functional prototypes.

<i>Scheduled Hours:</i>	40
<i>Placement Hours:</i>	00
<i>Independent Study Hours:</i>	110
<i>Total Study Hours:</i>	150

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13. Assessment methods.

13.1 Main assessment methods

This module will be assessed by individual coursework (75%) and collaborative group work (25%). Students will:

- Contribute to a 15 minute team presentation (c. 5 students per group) to demonstrate a prototype of an app (25% of overall grade); and
- Write an individual App Design proposal for an organisation of no more than 1,800 words, putting forward an app suggestion and how this could be built within a technology team and released to make money – 400 words of the proposal must reflect what was learnt in the group work (75% of overall grade).

A student must pass the *individual App Design proposal* element of assessment to pass the module.

13.2 Reassessment methods

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	8.5	9.1	9.2	9.3
Learning/ teaching method	Hours allocated								
Private Study	110							X	
<i>Lectures</i>	10	X	X	X	X	X			
<i>Seminars</i>	15	X	X	X	X	X			
<i>Hackathon</i>	7	X	X	X		X	X		
<i>App Jam (peer review & skills exchange)</i>	8	X	X	X		X	X		X
Assessment method									
<i>Report</i>		X	X	X	X	X	X	X	X
<i>Presentation</i>						X	X	X	

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15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Students undertaking the Agile App Design Module are expected to take account of international developments in Agile and related methodologies and their application in the context of the evolution of mobile technology and development. They should demonstrate reflective engagement with and understanding of the technology and its use. Students are encouraged to think about the process of programming in way which takes account of relevant markets in the UK and globally.

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)