

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)**

Autumn, spring or summer

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

None

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

BSc Digital Marketing	- Core
BSc Digital Marketing (Integrated Degree Apprenticeship)	- Core
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 should 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 Evaluate key business issues and challenges associated with app development within a global context

8.4 Demonstrate an ability to apply well established principles to collaboratively contribute to the design of apps, identifying issues related to equality, inclusion and internationalisation.

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9. The intended generic learning outcomes

On successfully completing the module, students should be able to:

9.1 Communicate and actively listen at all levels

9.2 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines

9.3 Show integrity and respect for confidentiality and data security in work and personal situations.

9.4 Be enthusiastic and have a thorough and flexible approach to work

9.5 Demonstrate logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.

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. In this module, 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:

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

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

Smyth, A. (2018) "Android Studio 3.2 Development Essentials - Android 9 Edition: Developing Android 9 Apps Using Android Studio 3.2, Java and Android Jetpack" Payload Media – ebook

Leung, T. (2017) "Beginning PowerApps: The Non-Developers Guide to Building Business Mobile Applications" Apress - ebook

MODULE SPECIFICATION

12. Learning and teaching methods

Total contact hours: 25

Total private study hours: 125

Total module hours: 150

13. Assessment methods

13.1. Main assessment methods

- 1) Individual project presentation / demonstration (5 mins) (50% of final grade)
- 2) Individual 1000 word blog – 50%

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	9.1	9.2	9.3	9.4	9.5
Learning/ teaching method									
Private Study									
<i>Lectures</i>	X	X	X	X	X	X	X	X	X
<i>Seminars</i>	X	X	X	X	X	X	X	X	X
<i>Hackathon</i>	X	X		X	X	X	X	X	X
<i>App Jam (peer review & skills exchange)</i>	X	X		X	X	X	X	X	X
Assessment method									
<i>5 Minute Individual Video YouTube Presentation</i>	X	X			X	X	X	X	X
<i>1000 Word Individual Blog</i>			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

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, we will look at how we deliver this compelling customer experience across borders.

18. Partner College/Validated Institution

Pearson College London

19. University School responsible for the programme

Kent Business School

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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 delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)