## Coventry University &

## School for Higher and Professional Education

# VT6002CEM Mobile App Development

### Assignment Brief 2023/24

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| Module Title **Mobile App Development** | Ind/Group **Individual** | Cohort **2023 - SHAPE (HK)** | Module Code **VT6002CEM** |
| Coursework Title **Essay: Designing and Building a mobile App (CW1)** | | | Hand Out Date **24/10/2023 (FT)**  **TBC (PT)** |
| Lecturer **Will KWOK (Full-time)**  **TBC (Part-time)** | | | Due Dates **24/11/2023**  **Online: 23:59 (FT)**  **TBC (PT)** |
| Estimated Time (hrs):  World Limit\*: 1500 | Coursework type: **Individual Practical Element** | | % of Module Mark **25%** |
| Submission Arrangement: **Online via SHAPE Moodle** File Types: **word / pdf file** Mark and Feedback Date: **2 weeks after submission** Mark and Feedback Method: **Rubric marks and comments** | | | |

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| **Module Learning Outcomes (ILOs 2 and 5 are assessed by CW1 )**   1. Design and implement a mobile application, showing systematic knowledge of relevant tools, methods and processes. 2. **Understand and critically evaluate the different tools and techniques for mobile application development.** 3. Scope, design, implement and critically evaluate a basic security policy to keep confidential data safe on a mobile device. 4. Demonstrate an ability to maintain ease of data access/usability across several platforms. 5. **Understand, articulate, and provide sustained argument on how Cloud Computing can be used to enhance the use of mobile computing in business.** |

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| **Assignment Requirements**  You need to write an essay (max 1,500 words). In this essay, you need to describe a mobile app design idea, which you are going to implement in CW2, and some skills and theories you have learnt and developed during the module, especially show your understand and critically evaluate the different platforms, tools and techniques for mobile application development along with how cloud services can be used to enhance the use of mobile computing in business.  **Topic**  Identify and design a mobile app that can improve the operation of a selected business / problem.  **Essay should at least include the following**   * Cover page with name of the student, Module code and Module name, program details. * Introduction of your proposed app idea including:   + Background and motivation of your proposed mobile App   + Aims, objectives, and proposed app features   + Comparing your idea with other similar Apps and clearly identifying what  is different in your application / what are the strength or weakness of the app you can learn from? * Introduce an App development platform you have chosen for your app design including critically evaluation of the different platforms, tools and techniques for mobile application development. * Discussion on the following topics related to your app design for POR (1 and 2 are requirements for your app design):   1. How Data Persistence can be achieved through you app?   2. What type of sensor/ hardware and APIs you are going to use and  Why?   3. How cloud service (e.g. storage, AI) can be used to enhance the use of mobile  computing in business? (note: cloud computing is not a requirement  of your app design, you must show understanding of the issue) * Conclusion * References |
| **Notes**   * 1. You are expected to use the Coventry University APA style for referencing. For support and advice on this students can contact Centre for Academic Writing (CAW).   2. Please notify your registry course support team and module leader for disability support.   3. Any student requiring an extension or deferral should follow the university process as outlined here.   4. The University cannot take responsibility for any coursework lost or corrupted on disks, laptops or personal computer. Students should therefore regularly back-up any work and are advised to save it on the University system.   5. If there are technical or performance issues that prevent students submitting coursework through the online coursework submission system on the day of a coursework deadline, an appropriate extension to the coursework submission deadline will be agreed. This extension will normally be 24 hours or the next working day if the deadline falls on a Friday or over the weekend period. This will be communicated via your Module Leader.   6. Assignments that are more than 10% over the word limit will result in a deduction of 10% of the mark i.e. a mark of 60% will lead to a reduction of 6% to 54%. The word limit includes quotations, but excludes the bibliography, reference list and tables.   7. You are encouraged to check the originality of your work by using Turnitin.   8. Collusion between students (where sections of your work are similar to the work submitted by other students in this or previous module cohorts) is taken extremely seriously and will be reported to the academic conduct panel. This applies to both courseworks and exam answers.   9. A marked difference between your writing style, knowledge and skill level demonstrated in class discussion, any test conditions and that demonstrated in a coursework assignment may result in you having to undertake a Viva Voce in order to prove the coursework assignment is entirely your own work.   10. If you make use of the services of a proof reader in your work you must keep your original version and make it available as a demonstration of your written efforts.   11. You must not submit work for assessment that you have already submitted (partially or in full), either for your current course or for another qualification of this university, with the exception of resits, where for the coursework, you maybe asked to rework and improve a previous attempt. This requirement will be specifically detailed in your assignment brief or specific course or module information. Where earlier work by you is citable, i.e. it has already been published/submitted, you must reference it clearly. Identical pieces of work submitted concurrently may also be considered to be self- plagiarism. |

**Mark Allocation guidelines to students**

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| 0-39 | 40-49 | 50-59 | 60-69 | 70-79 | 80-100 |
| Work mainly incomplete and /or weaknesses in most areas | Most elements completed; weaknesses outweigh strengths | Most elements are strong, minor weaknesses | Strengths in all elements | Most work exceeds the standard expected | All work substantially exceeds the standard expected |