
TECH 307

MOBILE COMMERCE SYSTEMS

MODULE DETAILS

Course Location	: Sierra Leone
Examiner	: Ibrahim Kandeh Kamara
Contact details (email)	: ibrahim.kandeh@limkokwing.edu.sl
Co-Examiner	: None
Pre-requisite	: None
Credits Amount	: 4 credits
Classification	: Core
Contact hours per week	: 3 hours (2 hours lecture & 1 hour tutorial)
No. of weeks	: 11 weeks contact + 1 week non-contact + Final Project Presentation + 1 week Final Examination
No. of assignments	: 2
No. of written exams	: 2 (1 class test + 1 Final exam)

Prepared by : Ibrahim Kandeh Kamara

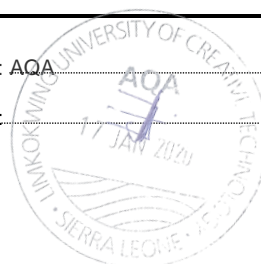
Signature : _____ Date _____

Verified by : Oluwatosin Ayorinde

Signature : _____ Date _____

Approved by : AQA

Signature : _____ Date _____



This document comprises the following:

- Essential Information
- Specific Module Information
- Module Rules & Regulations
- Grades
- Plagiarism
- Module Introduction
- Module Aims & Objectives
- Learning Outcome
- Specific Generic Learning Skills
- Syllabus + Lecture Outline
- References
- Assignment Schedule
- Assessment Criteria
- Specific Criteria

Other documents as follows will be issued to you on an ongoing basis throughout the semester: Handouts, Assignments

ESSENTIAL INFORMATION

- All modules other than electives are '**significant modules**'.
- As an indicator of workload one credit carries and additional 2 hours of self-study per week. For example, a module worth 3 credits require that the student spends an additional 6 hours per week, either reading, completing the assignment or doing self-directed research for that module.
- Submission of ALL assignment work is compulsory in this module. A student cannot pass this module without having to submit ALL assignment work by the due date or an approved extension of that date.
- All assignments are to be handed on time on the due date. Students will be penalized 10 percent for the first day and 5 percent per day thereafter for late submission (a weekend or a public holiday counts as one day). Late submission, after the date Board of Studies meeting will not be accepted.
- Due dates, compulsory assignment requirements and submission requirements may only be altered with the consent of the majority of students enrolled in this module at the beginning/early in the program.
- Extensions of time for submission of assignment work may be granted if a medical certificate accompanies the application for extension.
- Overseas travel is not an acceptable reason for seeking a change in the examination schedule.
- Only the Head of Faculty can grant approval for extension of submission beyond the assignment deadline.
- Re-submission of work can only receive a 50% maximum pass rate.
- Supplementary exams can only be granted if the level of work is satisfactory **AND** the semester work has been completed.
- Harvard referencing and plagiarism policy will apply on all written assignments.

SPECIFIC MODULE INFORMATION

- Attendance rate of 80% is mandatory for passing module at the end of the semester.
- All grades are subject to attendance and participation.
- Absenteeism at any scheduled presentations will result in zero mark for that presentation.
- Visual presentation work in drawn and model form must be the original work of the student.
- The attached semester program is subject to change at short notice.

1.0 MODULE RULES AND REGULATIONS

Assessment procedure:

- These rules and regulations are to be read in conjunction with the UNIT AIMS AND OBJECTIVES
- All assignments/projects must be completed and presented for marking by the due date.
- Marks will be deducted for late work and invalid reasons.

- The student in person must deliver all assignments to the lecturer concerned. No other lecturer is allowed to accept students' assignments.
- All tests/examinations are compulsory.
- Students must sit the test/examination on the notified date.
- Students are expected to familiarize themselves with the test/examination timetable.
- Students who miss a test/examination will not be allowed to pass.
- **Students who miss TESTS or ASSIGNMENTS without a genuine reason WILL NOT be allowed to sit for the EXAMINATION, resulting in them repeating the module.**
- **Students must acquire a minimum mark of 40 in the Continuous Assessment (CA) to sit for Final Examination.**
- **Students who have a score of less than 30% in the Final Examination will be required to sit for the Supplementary Examination.**
- Any scheduling of tutorials, both during and after lecture hours, is TOTALLY the responsibility of each student. Appointments are to be proposed, arranged, confirmed, and kept, by each student. Failure to do so in a professional manner may result in penalty of grades. Tutorials WITHOUT appointments will also NOT be entertained.
- Note that every assignment is given an ample time frame for completion. This, together with advanced information pertaining deadlines gives you NO EXCUSE not to submit assignments on time.

2.0 GRADES

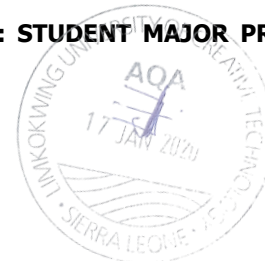
In the assessment of all student works, the grading system is standardized for all subjects in all programmes. The grading system used is as follows;

Marks	Grade	Grade Points	Description
80 – 100	A	4.00	Pass with Distinction
75 – 79	A-	3.67	
70 – 74	B+	3.33	Pass with Merit
65 – 69	B	3.00	
60 – 64	B-	2.67	
55 – 59	C+	2.33	Pass
50 – 54	C	2.00	
45 – 49	C-	1.67	
40 – 44	D	1.00	
0 – 39	F	0.00	Fail
	S	0.00	Pending Supplementary Assessment
	DNC	0.00	Did not complete
	GNS	0.00	Grade Not Submit

	EXP	-	Exempted
	DEF	-	Deferred

3.0 **PLAGIARISM, COPYRIGHT, PATENTS, AND OWNERSHIP OF WORK: STUDENT MAJOR PROJECT, THESES & WORKS**

See LIMKOKWING, HIGH FLYERS HANDOUT, page 5.



4.0 **MODULE INTRODUCTION**

In this module, students will explore issues such as wireless hardware and software, wireless customer relations, management, m-commerce brand management, security and privacy concerns, and supply chain management. You will be trained how to source and cost wireless technologies.

5.0 **MODULE AIMS AND OBJECTIVES**

With the emergence and wide spread adoption of wireless and mobile networks, devices, and middleware, mobile commerce applications are beginning to receive some interest in IS community. The mobile commerce market is already taking off and attaining a lot of money a year. It is to be noted that mobile commerce may require significantly different approaches in design, development, and implementation of applications due to the inherent characteristics of wireless networks and mobile devices. The proposed module will bring together many challenges and solutions in mobile commerce including:-

- Requirements and multi-layer frameworks
- Current and emerging mobile commerce services such as:-
 - o Mobile financial services
 - o Mobile entertainment services
 - o Location-based m-commerce services
- Group-oriented mobile commerce service and transaction management
- Management of mobile commerce services and business models
- Revenue management among multiple players
- The role of emerging wireless LANs and 3G/4G wireless networks
- Personalized content management
- Implementation challenges in m-commerce
- Futuristic m-commerce services

6.0 **LEARNING OUTCOME**

After completing this course successfully, a student should have:

A broad knowledge of mobile commerce applications and technologies
A high-level understanding of requirements of diverse m-commerce services
The skills to identify and design the infrastructure-support for mobile commerce services
A critical knowledge of wireless infrastructure for location-based services
A high-level knowledge of management challenges in mobile commerce services
An understanding of multiple factors in adoption and usage of mobile commerce services



9.0 SPECIFIC GENERIC LEARNING SKILLS

Skills to produce a high-level design of infrastructure for mobile commerce applications
A global and integrated view of the emerging mobile commerce services
An awareness of emerging trends and development in mobile commerce

10.0 TECH 307 SYLLABUS + LECTURE OUTLINE:

Week: **1**

LECTURE 1: INTRODUCTION TO MOBILE COMMERCE SYSTEMS

Lecture Synopsis:

- *Introduction to Mobile Commerce Systems*
- *radio communication*
- *mobile and wireless communication*
- *wireless technologies*

Handout: **Module Outline**

Week: **2**

LECTURE 2: MOBILE BASE TRANSACTIONS

Lecture Synopsis:

- *Mobile transaction*
- *mobile marketing*
- *MOBILE BANKING*

Handout: ***Individual Assignment***

Week: **3**

LECTURE 3: MOBILE BASE TRANSACTION AND SECURITY

Lecture Synopsis:

- *Transaction Security*
- *Network Security*



Week: **4**

LECTURE 4: DEVELOPING A MOBILE COMMERCE APP(ANDROID STUDIO)

Lecture Synopsis:

- *Analysis and Design*
- *Development Platforms*
- *User Interface Design*

Week: **5**

LECTURE 5: ANDROID APP DEVELOPMENT

Lecture Synopsis:

- *Basic java*

Week: **6**

LECTURE 6: ANDROID APP DEVELOPMENT(ANDROID STUDIO)

Lecture Synopsis:

- *Building an Android application*
- *Java Programming*

Week: **7**

CLASS TEST

Week: **8**

NON-CONTACT WEEK



Week: **9**

LECTURE 7: ANDROID APP DEVELOPMENT(ANDROID STUDIO)

Lecture Synopsis:

- *Coding Objects (Java)*
- *Build a Working App*

Week: **10**

LECTURE 8: ANDROID APP DEVELOPMENT(ANDROID STUDIO)

Lecture Synopsis:

- *Best and Secure Programming Practices*
- *Securing your app*
- *Securing Users Data*

Week: **11**

LECTURE 9: PUBLISHING YOUR APPLICATION

- Lecture Synopsis:*
- *User Friendly Format*
 - *App Store*
 - *Google Play*

Week: **12**

FINAL PROJECT CONSULTATION

Week: **13**

FINAL PROJECT PRESENTATION WEEK

Week: **14**

REVISION WEEK

Week: **15**

FINAL EXAMINATION WEEK

Week: **16**

FINAL EXAMINATION WEEK



11.0 REFERENCES

Book (Main Reading):

• **Paul May, Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, 1st Edition, Cambridge University Press, 2001**

Books (Additional References):

• **Brian Mennecke and Troy J. Strader, Mobile Commerce: Technology, Theory and Applications, Idea Group Publishing, 2002**

Elliot G., Phillips, Mobile Commerce and Wireless Computing Systems, Addison Wesley, 2003

12.0 ASSIGNMENT SCHEDULE

ASSIGNMENT DESCRIPTION	ISSUE DATE	DUE DATE	%
Individual Assignment	Week 2	Week 4	10%
Mid Semester Class Test	Week 7		20%
Final Project	Week 2	Week 13	30%
Final Examination	Week 15		35%
Attendance			5%
TOTAL			100%



13.0 ASSESSMENT CRITERIA

Process of grading and criteria used to determine the grades, passes and high distinctions.

80-100, A, Publishable, Outstanding Work. Assignment is of sufficient substance and style to be submitted to a referred journal for publication or public presentation. Superior understanding of the subject matter. Evidence of original thinking and an extensive knowledge base. Careful, concise, critical analysis with a clear and well-argued hypothesis based on the material. Shows a capacity to analyze, synthesize, and evaluate material. Shows a grasp of all the scholarly issues involved. Shows evidence of learning being extended beyond the initial learning situation. Clear thesis and conclusion. Well-researched and documented. Stylistically flawless.

75-79, A-, Excellent. Solid understanding of the subject matter. Good analysis and some critical reasoning. Reasonable understanding of relevant issues and familiarity with the material. Demonstrates a solid understanding of the relationship or connections among the basic concepts. Needs to be more concise or precise in details and more careful in forming arguments. Stylistically sound.

70-74, B+, Good. Generally accurate account of the subject matter with acceptable analysis and some critical reasoning. Some interaction with relevant material. Demonstrates some understanding of the relationship or connection among the

basic concepts. Needs more precision and attention to details and greater precision in the use of arguments. Some careless stylistic errors.

65-69, B, Fine. Generally accurate description of the subject matter and an adequate grasp of the critical issues and ideas involved. Demonstrates rudimentary understanding of the relationship or connection among the basic concepts. Needs more attention to detail and better use of arguments. Some careless stylistic errors.

60-64, B-, Average. Acceptable treatment of the subject matter. Demonstrates an understanding of the basic facts, vocabulary, details, and elemental concepts. Shows an ability to deal with simple issues arising out of the material. Needs to explore the subject matter more fully and formulate ideas more clearly. Closer attention should be given to stylistic elements including sentence structure and paragraph organization.

55-59, C+, Adequate. Generally acceptable treatment of the subject matter and issues. Demonstrates an awareness of the basic facts, vocabulary, details, and elemental concepts. Impressionistic or vague at points. Shows that the learning experience was profitable. Lacks clarity in formulating the issues and shows little or no evidence of critical reflection on the issues or data. Closer attention should be given to grammar, spelling, and punctuation.

50-54, C, Minimally Acceptable. Adequate understanding and treatment of the data and issues, but imprecise, impressionistic or vague. Lacks clarity in expressing the issues and shows no evidence of critical reflection on the issues or data. Major problems related to issues of style.

45-49, C-, Low. Lack in understanding and treatment of the data and issues, failed to show ability to analyse or in expressing the issues.

40-44, D, Very Low. Does not carry evidence of understanding to the overall objectives of the assessment. Miscarried the intended analysis, information, and data.

0-39, F, Inadequate. Sloppy, imprecise or careless discussion of the material with little or no evidence of critical reflection. Stylistically flawed.

S Grade, In the case of a student who is granted supplementary work/s submission by the faculty, a grade S should be entered. An S grade is an interim grade until the supplementary work/s is/are submitted and assessed at the earliest possible timeframe. After a student has passed the supplementary work/s, the student shall be awarded with a normal grade. This is limited to 'C' band.

DNC (Did Not Complete), In the case of a student who has registered, is on a class list, has attended some classes, but has not submitted any work, a grade of DNC should be entered. A 0.00 grade point is attached to this grade.

GNS (Grade Not Submitted), In the case of an emergency or unforeseen circumstances and grade/s is/are yet to be submitted at time of Senate e.g. waiting for Internship to be completed, a GNS should be entered.

DEF (Deferred), In the case of a student who has registered, is on a class list, but has decided to drop the module after the approved dropped date i.e. Week 4, a grade of DEF should be entered. There is no grade point attached to this grade.

EXP (Exempted), Refer to Section Exemption of Modules or Advance Standing and Credit Transfer in Academic Quality Assurance Manual.



14.0 SPECIFIC CRITERIA

- Each tutorial and project will be handed out with the project brief and will vary, depending on the teaching and learning objectives of the specific assignment.
- Each student will receive a completed assessment sheet back with their marks, thereby giving student feedback on each set criterion and the project as a whole.
- All submission must be made directly to the lecturer-in-charge.