

W-MA 6046 - Apps

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General information	
Module Code	W-MA 6046
Unique Identifier	
Module Leader(s)	Prof. Dr. Möbus, Matthias (matthias.moebus@haw-kiel.de)
Lecturer(s)	Prof. Dr. Möbus, Matthias (matthias.moebus@haw-kiel.de)
Offered in Semester	Sommersemester 2018
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel im Sommersemester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	No

Curricular relevance (according to examination regulations)
Study Subject: M.A. - BWL Lehre - Betriebswirtschaftslehre (konsekutiv) Module type: Wahlmodul Semester:
Study Subject: M.A. - TBWL - Technische Betriebswirtschaft Module type: Wahlmodul Semester:

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>
The course introduces the participants to the current growth of Apps in association with the dimensions of service quality and customer convenience and in association with the current Joint Programming Initiative "More Years, Better Lives - The Potentials and Challenges of Demographic Change" (JPI) by the German Federal Ministry of Education and Research (BMBF).
The focus of the course is on obtaining a better understanding of the quality of Apps and on the development of new ideas for Apps for elderly people. It aims at giving the participants an understanding of the challenges and tasks of Apps and at developing the participants own ideas on new Apps as for focusing on areas as Health and Performance, Social Systems and Welfare, Work and Productivity, Education and Learning, Housing, Urban-Rural Development and Mobility.

Content information	
Content	<ul style="list-style-type: none"> - Joint Programming Initiative "More Years, Better Lives - The Potentials and Challenges of Demographic Change" - Evaluation of Apps - Dimensions of service quality - Development of new ideas for Apps - Weighting and Scoring Method - Field research

Literature	<p>Berry, L.L., Seiders, K, Grewal, D. (2002). Understanding Service Convenience. Journal of Marketing: July 2002, Vol. 66, No. 3, pp. 1-17. Available from: http://www.dhruvgrewal.com/wp-content/uploads/2014/09/2002-JM-SERVICE-CONVENIENCE-MODEL.pdf. [19.11.2017]</p> <p>JPI MYBL Sekretariat (2017). Background and goals. Available from: http://www.jp-demographic.eu/about-us/background-and-goals/ [19.11.2017]</p> <p>Nayebi, F., Desharnais, J.-M., Abran, A. (2012). The State of the Art of Mobile Application Usability Evaluation', 25th IEEE Canadian Conference on Electrical and Computer Engineering Montreal, April 29-May 2, 2012. Available from: http://ai2-s2-pdfs.s3.amazonaws.com/072a/2e5266061cf3e51d2123003fde888500cc95.pdf [19.11.2017]</p> <p>O'Loughlin, E. (2010). Problem-Solving Techniques #13: Weighted Scoring Model. 23.06.2010. Available from: https://www.youtube.com/watch?v=FefJ1paq750 [19.11.2017]</p> <p>Stoyanov, S.R., Hides, L., Kavanagh, D.J., Zelenko, O., Tjondronegoro, D., Mani, M. (2015). Mobile App Rating Scale: A New Tool for Assessing the Quality of Health Mobile Apps. 11.03.2015. Available from: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4376132/ [19.11.2017]</p>
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Teaching formats of the courses

Teaching format	SWS
Seminar	2

Workload

Number of SWS	2 SWS
Credits	5,00 Credits
Contact hours	24 Hours
Self study	126 Hours

Module Examination

Examination prerequisites according to exam regulations	None.
W-MA 6046 - Präsentation	Method of Examination: Präsentation Duration: 20 Minutes Weighting: 20% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes
W-MA 6046 - Präsentation	Method of Examination: Präsentation Duration: 20 Minutes Weighting: 30% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes
W-MA 6046 - Hausarbeit	Method of Examination: Hausarbeit Weighting: 50% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes

Miscellaneous	
Recommended Prerequisites	Basic knowledge services management.