

MAS 490-001: Theory and Practice Of Mobile Applications – Spring 2012 Case Study Presentation Assignment

Here's the description of the Case Study Presentation assignment, lifted directly from your course syllabus:

Case Study Presentation: This assignment requires you to write a 5-6 page explanation and analysis of a mobile application associated with a specific business or organization. It will be up to you to pick the business or organization and the app, but your choices will be subject to my approval. Needless to say, both the app its intended purpose should be sufficiently complex to provide the subject matter for this assignment. Additionally, on an assigned date, you will make a 15-20 minute PowerPoint presentation to the class based on your paper. You will also provide a brief (one page), comprehensible outline to be distributed to each student.

There will be no set format for the presentation, in terms of organization and content to be covered, due to the diverse and wide-ranging nature of the selection of topics. There are, however, some general guidelines that will help you develop your presentation.

- Demonstrate the relevance of the case study for the purposes of this class.
- Make the technology involved "real" for your audience.
- Explain the why and the how of the mobile app and the history of any related technology, if applicable

The specific requirements of the assignment are these:

Observing the general guidelines above, develop a short talk (15-20 minutes) based on your paper and a creative and informative PowerPoint presentation. Be prepared for five minutes or so of questions and discussion to follow your presentation. Use your imagination and your best presentational skills. Compose a one page detailed outline of your presentation; copies are to be distributed to the members of the class (there are 23 of you) and to me.

Here are my criteria for grading your Case Study presentations:

70 points – The appropriateness of the content and organization of the presentation, based on the subject matter of the selected topic and the general guidelines of the assignment.

20 points – The dynamics of the presentation, encompassing clarity, methods of presentation, speaking voice, eye contact, "interestedness," and "interestingness."

10 points – The quality of the slides and the handout, based on their completeness, their consistency with the oral presentation, their "user-friendliness," and their future value to the class members.