

FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—NEW COURSE PROPOSAL¹

UGPC APPROVAL _____
 UFS APPROVAL _____
 SCNS SUBMITTAL _____
 CONFIRMED _____
 BANNER POSTED _____
 CATALOG _____

DEPARTMENT: ITOM

COLLEGE: BUSINESS

RECOMMENDED COURSE IDENTIFICATION:

PREFIX ___ISM_____ COURSE NUMBER ___6058_____ LAB CODE (L or C) _____

(TO OBTAIN A COURSE NUMBER, CONTACT MJENNING@FAU.EDU)

COMPLETE COURSE TITLE: MOBILE APPS FOR BUSINESS

EFFECTIVE DATE

(first term course will be offered)

___SPRING 2016_____

CREDITS²: 3

TEXTBOOK INFORMATION:

NONE

GRADING (SELECT ONLY ONE GRADING OPTION): REGULAR ___V___ SATISFACTORY/UNSATISFACTORY _____

COURSE DESCRIPTION, NO MORE THAN THREE LINES:

STUDY AND PRACTICE ACTUAL ENTREPRENEURIAL SITUATIONS BY EXPLORING LIFECYCLE OF A MOBILE APP DEVELOPMENT. STUDENTS PREPARE BUSINESS PLANS FOR A MOBILE APPLICATION AND WORK ON AN REAL ASSIGNMENT OF A REAL BUSINESS. STUDENTS LEARN TO THINK LIKE A BUSINESSPERSON, UNDERSTAND EVERYDAY ISSUES, DEVELOP AND CHALLENGE IDEAS AND SHARPEN RELATED ENTREPRENEURIAL SKILLS.

PREREQUISITES*: ADMISSION TO AN
FAU GRADUATE PROGRAM

COREQUISITES*: NONE

REGISTRATION CONTROLS (MAJOR, COLLEGE, LEVEL)*:
NONE

* PREREQUISITES, COREQUISITES AND REGISTRATION CONTROLS WILL BE ENFORCED FOR ALL COURSE SECTIONS.

MINIMUM QUALIFICATIONS NEEDED TO TEACH THIS COURSE: TERMINAL DEGREE (PH.D.) WITH INFORMATION SYSTEMS OR COMPUTER SCIENCE COURSE WORK

Faculty contact, email and complete phone number:

Dr. Oge Marques
omarques@fau.edu
(561) 297-3857

Please consult and list departments that might be affected by the new course and attach comments.³ NO DEPARTMENTS ARE AFFECTED.

Approved by:

Department Chair: Dr. Dina
 College Curriculum Chair: Wm & M. Daniel
 College Dean: _____
 UGPC Chair: _____
 Graduate College Dean: _____
 UFS President: _____
 Provost: _____

Date:

10/1/2015
10-1-2015

1. Syllabus must be attached; see guidelines for requirements: www.fau.edu/provost/files/course_syllabus.2011.pdf

2. Review Provost Memorandum: **Definition of a Credit Hour** www.fau.edu/provost/files/Definition_Credit_Hour_Memo_2012.pdf

3. Consent from affected departments (attach if necessary)

Email this form and syllabus to UGPC@fau.edu one week before the University Graduate Programs Committee meeting so that materials may be viewed on the UGPC website prior to the meeting.



Florida Atlantic University
COLLEGE OF BUSINESS

ISM 6058 – Section NNN

CRN Number: ZZZZZ

Mobile Apps for Business
Spring 2016

College of Education Building (Boca) - Room 337

Tuesday 7:10 – 10:00 PM

Professor Information

Dr. Oge Marques

Department: CEECS (College of Engineering & CS)

Office: EE 441 (bldg. 96), Boca campus

Email: omarques@fau.edu

Phone: (561) 297-3857

Web: <http://www.eng.fau.edu/directory/faculty/marques/>

Office Hours

Tuesdays 2:00-5:00 pm or by appointment - EE 441 (bldg. 96)

Required Text and Materials

None.

Course Description

Provides study and practice of actual entrepreneurial situations by exploring the lifecycle of a mobile app development. Students prepare the business plans for a mobile application and work on a real assignment for what is meant to be a real business. Students learn to think like a businessperson, understand everyday issues, develop and challenge ideas and sharpen related entrepreneurial skills.

Course Prerequisites, Credit Hours, and Class Time Commitments

This course is 3-credit and serves as a core/required course for MBA and MSITM programs. The prerequisite is admission to an FAU graduate program.

According to Florida State Statute 6A-10.033, students must spend a minimum 37.5 of **in class** time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 75 hours of **out-of-class-time** specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required.



Course Learning Objectives

By the end of the course, students should be able to:

- Design web sites using HTML, CSS, and contemporary tools, languages, and technologies.
- Design and implement interactive web-based apps using contemporary tools, languages, and technologies, particularly the JavaScript programming language and selected libraries.
- Design and implement interactive mobile apps using contemporary tools, languages, and technologies.
- Demonstrate understanding of the most important technical and business aspects of mobile app development.
- Demonstrate the ability to prepare a comprehensive business plan – including industry analysis, customer analysis, competitive analysis, marketing plan, operations plan, and financial plan – for a mobile app development company.
- Demonstrate the ability to link business concepts to real events in the business and entrepreneurial venture arena.
- Understand and apply basic business principles and strong communication skills as part of a team.
- Use logic and critical thinking to recognize opportunities as well as to understand and avoid threats to solve problems.
- Demonstrate effective oral and writing communication skills necessary to be effective and to compete in global business environment.

Course Resources

Students are expected and required to have Internet access for this course.

It is the student's responsibility to check their FAU email regularly. The instructor will assume that all announcements or updates sent out to the students' FAU email address are received, read, and acted upon accordingly.

Students should also have access to the following **free** tools for completing some assignments:

- Two or more browsers, e.g., Mozilla Firefox, Safari, and Google Chrome.
- A programming editor or IDE, e.g., Adobe Brackets or Eclipse.
- A mobile app development environment, e.g., Phonegap.
- A suite for writing reports and preparing presentations, e.g., Microsoft Office 365 or Google Docs.



Grading Scale

| |
|------------|
| 92-100 = A |
| 88-91 = A- |
| 84-87 = B+ |
| 80-83 = B |
| 77-79 = B- |
| 73-76 = C+ |
| 70-72 = C |
| 66-69 = C- |
| 61-65 = D+ |
| 56-60 = D |
| 50-55 = D- |
| 0-49 = F |

Course Evaluation Method

| | |
|---|-----|
| 1. Mini-project (personal home page): | 10% |
| 2. Web-based app using HTML, CSS, and JavaScript: | 20% |
| 3. Mobile app using Phonegap (or equivalent): | 20% |
| 4. Business plan: | 15% |
| 5. Research paper: | 20% |
| 6. Final demo, presentation, and report: | 15% |

Students will be divided in groups (teams). Each team will consist of 3-4 students. Within each team, specific duties and responsibilities will be assigned to team members, including a “lead technology officer” and a “lead business officer”.

All assignments will be group-based, except the personal home page (item 1), which should be individual work.

Teams will learn how to design and implement a web-based app (item 2) using the latest tools, languages, and technologies, particularly HTML, CSS, CSS frameworks (e.g., Bootstrap), JavaScript, and JavaScript libraries. This app will eventually be converted to a native mobile app (for iOS and/or Android) using an appropriate SDK (e.g., Phonegap) (item 3).

In parallel with the development of the actual app, each team will work on:

- A *comprehensive business plan* – including industry analysis, customer analysis, competitive analysis, marketing plan, operations plan, and financial plan – for an associated fictitious company that will commercialize the app (item 4).



- A *research paper* on the technological aspects involved in developing mobile apps (HTML/CSS/JavaScript-based, native, or hybrid) (item 5).

At the end of the term, teams will present a live demo of their app, an overview of the associated company, and deliver a final, comprehensive report (item 6).

Note: This course may be cross-listed with an undergraduate class. In that case, those who take the graduate-level course will be required to complete assignments consistent with the expectation of graduate-level work.

Additional Course Policies

Missing Exams

Students are responsible for arranging to make up work missed because of legitimate reasons, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons to request make up work include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any such event, whenever possible. The instructor will then provide opportunities to prepare and submit make up work, without any reduction in the student's final course grade as a direct result of such events.

Late Assignments

All assignments are due by 11:59 PM on the due date indicated in the course schedule. Late assignments will be graded with a penalty of 10% of the grade for each day after the assignment's due date, up to a maximum of 3 days late (i.e., 30% penalty), beyond which the assignment will receive a grade 0 (zero). No extra assignments are permitted for additional credit in this course unless assigned by the instructor to the entire class.

Attendance Policy

Each student is responsible for keeping up with the class schedule, checking FAU email, and checking the course web site in Blackboard.

Course Outline (Tentative schedule)

| Wee k | Date | Plan | Assignments due |
|---|--------|---|------------------------|
| 1 | Jan 6 | Introduction to course contents, goals, and methodology Web and mobile app development: the basics HTML | |
| Jan 9: Last day to drop a course or withdraw without receiving a "W" | | | |
| 2 | Jan 13 | CSS and Bootstrap JavaScript | |
| 3 | Jan 20 | JavaScript (cont'd) | (1) Personal home page |
| 4 | Jan 27 | The mobile app market Ingredients to mobile app development success | |
| 5 | Feb 3 | Guest speaker, TBA Mobile app development basics | |
| 6 | Feb 10 | Mobile app development using Phonegap (or equivalent) | |
| 7 | Feb 17 | Mobile app development using Phonegap (or equivalent) | (2) Web-based app |
| 8 | Feb 24 | Research paper background: technologies for developing mobile apps | |
| Feb 25: Last day to drop a course or withdraw without receiving an "F" | | | |
| 9 | Mar 3 | Spring Break – no classes | |
| 10 | Mar 10 | Guest speaker, TBA Mobile app development: putting the final touches | |
| 11 | Mar 17 | Business Plan: essential ingredients and keys to success | (3) Mobile app |
| 12 | Mar 24 | Business Plan: essential ingredients and keys to success (cont'd) | |
| 13 | Apr 7 | Business Plan: essential ingredients and keys to success (cont'd) | |
| 14 | Apr 14 | Getting ready to launch a successful mobile app! | (4) Business plan |
| 15 | Apr 21 | Reading day – no classes | |
| 16 | Apr 28 | Final Project Presentations including Prototype and Business Plans | (6) Final report |



Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Disability Policy Statement

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with the Office for Students with Disabilities ([OSD](#)) – in Boca Raton, SU 133, (561) 297-3880; in Davie, MOD 1, (954) 236-1222; in Jupiter, SR 117, (561) 799-8585; or, at the Treasure Coast, CO 128, (772) 873-3305 – and follow all OSD procedures.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations** and work assignments. For further information, please see [Academic Policies and Regulations](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's Writing Across the Curriculum and Gordon Rule math requirements also have a minimum grade requirement of a "C". Course syllabi give individualized information about grading as it pertains to the individual classes.



Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](#).

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as "... *activities which interfere with the educational mission within classroom.*" Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.



Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

BIBLIOGRAPHY

1. Duckett, J. (2011). HTML and CSS: Design and Build Websites. Wiley.
2. Duckett, J. (2014). JavaScript and JQuery: Interactive Front-End Web Development. Wiley.
3. Liang, Y. (2014). PhoneGap and AngularJS for Cross-Platform Development. Packt Publishing.
4. Hayde, T. and Webster, T. (2014). The Mobile Commerce Revolution: Business Success in a Wireless World. Que Publishing.
5. Charland, A., & Leroux, B. (2011). Mobile application development: web vs. native. *Communications of the ACM*, 54(5), 49-53.
6. Joorabchi, M. E., Mesbah, A., & Kruchten, P. (2013, October). Real challenges in mobile app development. In *Empirical Software Engineering and Measurement, 2013 ACM/IEEE International Symposium on* (pp. 15-24). IEEE.
7. Holzinger, A., Treitler, P., & Slany, W. (2012). Making apps useable on multiple different mobile platforms: On interoperability for business application development on smartphones. In *Multidisciplinary research and practice for information systems* (pp. 176-189). Springer Berlin Heidelberg.
8. comScore (2014). The U.S. Mobile App Report. <http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report>
9. App Annie (2015). [App Annie Index: 2014 Retrospective](http://blog.appannie.com/app-annie-index-retrospective-2014/). <http://blog.appannie.com/app-annie-index-retrospective-2014/>



Florida Atlantic University
COLLEGE OF BUSINESS

10. Pew Research Center (2015). Social Media Update 2014.

<http://www.pewinternet.org/2015/01/09/social-media-update-2014/>