FLORIDA ATLANTIC UNIVERSITY™

Graduate Programs—NEW COURSE PROPOSAL[1]

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_____

CREDITS[2]: 3

TEXTBOOK INFORMATION:
NONE

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

COURSE DESCRIPTION, NO MORE THAN THREE LINES:
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.

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: _____

College Curriculum Chair: Wm. R. McDaniel

College Dean: _____

UGPC Chair: _____

Graduate College Dean: _____

UFS President: _____

Provost: _____

Date:
3/16/15
8-27-2015

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.

FAUnewcrseGrad—Revised September 2013

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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).

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- 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)

Week	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

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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.

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