1. COURSE TITLE/NUMBER, NUMBER OF CREDIT HOURS:

ISM 4058
Section 001
Mobile Apps for Business
3 credit hours

2. COURSE PREREQUISITES: Junior Standing

This course is part of the College of Business Major in Management Information Systems. If used towards a major or minor, a grade of "C" or better is required to pass the course.

3. COURSE LOGISTICS:

Term:	Fall 2012
Class Location:	Engineering East Boca 213
Time:	Monday and Wednesday 11:00 – 12:20

4. INSTRUCTOR CONTACT INFORMATION:

Instructor:	Jeanne T. McConnell
Office Address:	FLW 137
Office Hours:	Monday 2:30 – 3:30 pm Wednesday 2:30 – 3:30 pm and by appointment
Phone:	646-361 9930
FAX:	(561) 297- 3043
E-mail:	jmcconn3@fau.edu

5. TA CONTACT INFORMATION: There is no TA in this class

6. COURSE DESCRIPTION: This course 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 business person, understand every day issues, develop and challenge ideas, and sharpen related entrepreneurial skills.

7. COURSE OBJECTIVES/STUDENT LEARNING OUTCOMES. A learning environment will be created with a set of objectives and a means of assessing achievement of the objectives in keeping with a truly entrepreneurial environment. Success will be judged by the practicality of the solution and the ability to implement the ideas by working with the team to create a prototype of the application and a business plan for making money. As with all planning, the proof of success in the class will come through the management acceptance and excitement and ability to use the work provided by the team and individual members to create real revenue producing product.

Students are expected to demonstrate their understanding of concepts related to entrepreneurial and business management while working on a consulting team for creating a potential Mobile product, apply business practices to practical team challenges and integrate them with management principles, team development and management. Individual presentations and deliverables linking business principals and issues, student group business recommendations, papers and presentations for the Mobile product, and class participation, including attendance, will be used to assess individual progress. By the end of the semester students should be able to:

- Create and manage a cross discipline team including engineers, art technicians, content developers and other experts.
- Evaluate the essential qualities and characteristics of a specific business strategy, issue or challenge and be able to define its characteristics and business impact and create a solution for the challenge.

- Demonstrate the ability to prepare a coherent business description of a problem stating its issues and business impact including the impact on customers, business processes, employees, resources and budgets/financials.
- Link business concepts to real events in the business and entrepreneurial venture arena.
- Identify the essential steps necessary to understand and solve a business problem for creating products and services, gather relevant information about the problem and possible solutions, create required deliverables including a plan for implementation and deliver results.
- Understand and apply basic business principles and strong communication skills as part of a team.
- Be familiar with the fundamental financial requirements and competencies required for businesses to evaluate actions and investments to change their businesses to improve their future success.
- Use logic and critical thinking to recognize opportunities as well as to understand and avoid threats to solve problems.
- Recognize the implications and suggest ways to take advantage of the Mobile market and business environment in which small businesses or divisions of a large company operates.

8. COURSE EVALUATION METHOD:

Course Components	Points
Mobile Product/Service Document Deliverables	35
Team Action and Presentations	10
Peer Evaluation	5
Final Evaluation	15
Case studies, Articles and Class Presentation of your work	20
Class Participation and Attendance	15

Mobile Product/Service Document Deliverables:
The class will be divided into teams and will work as teams throughout this course. The team will create documents related to the Team's project which will include the following:
- Product Definition or Charter is a "Proposal and Contract" that is a statement of the problem, opportunity or strategic need that the team will use Mobile technology to resolve. This is a 3-5 page document that states background of the application opportunity, what the project will address and will set high level goals for the project on how it will impact the business who might market this product. This must be approved and signed off by the instructors and each team member.
- Work Breakdown and task assignments will be done based on deliverables promised in the charter. Each person must have specific responsibilities identified and each student will be held accountable for work to be done.
- Status Reports – a written update will be done **each week** stating what has been done, accomplished, what issues have been identified and what will be done in the coming weeks. This is due at the start of each class. Each person on the team must provide at least 1 status report.
- Research and fact finding documents – this will cover the actions, documents, sources and steps taken to gather information on what the team has used to support their definition and recommendations. **Final Paper Due at mid term.**
- Problem/Business Plan – a paper outlining the business product, marketing approach and plan, and financial considerations including costs, sales forecast, cashflow and Performa P&L for developing the new application for commericalization. This will be a written document that will accompany a demonstration of the product prototype and a presentation. It will include a problem statement, an approach description, a statement about resources that will be needed and a plan for implementation. Included will be a business including a marketing plan, product plan or financial plan or perhaps an entire business plan.
- Formal Final Presentation– restatement of the problem, what was done to understand and research the recommended solution and the solution with all deliverables.   This will be done for a panel of experts who will receive a copy of this as well as the final deliverable of the application recommendation and plans and all data and information collected in a form that can be reused.   A copy will be provided to the professor for grading.

Team Action and Presentations:
The class will be divided into teams with the number of projects and students assigned to each dependant on final class enrolment and available Team projects. Each team will prepare written documents, present them to the Team and class and lead a discussion using visual and, if desired, other aids. Since the exercise is meant to teach and discuss the project at hand, it is essential to structure and frame it according to show full team participation and to be able to engage the Team and the rest of the class. You must also be prepared to explain and, if necessary, defend your ideas and to learn from the input and discussion of the audiences you present to during the semester. Every student must participate and display full involvement and understanding of the project, issues, the Team and the business results that the project hopes to achieve. Part of this presentation maybe a team video sales pitch.

Platform times should be roughly equal for each member of the group and your evaluation will depend, in part, on evidence of preparation, teamwork and coordination as well as on the substance and effectiveness. Your efforts should be subdivided into areas such as company history, business and industry profile, business strategy, description of product and/or services, problem description, actions taken to create recommendations, impact expected, implementation plans, resource impact and bottom line expectations. The instructor may intervene by calling on other class members to rebut, support or debate specific issues raised by the presenting team, as well as ask questions and use the presentation to illustrate certain concepts. Peer reviews will be done at the end of the presentations as well as reviews by Teams when they are present.

Peer Evaluation:

Students are required to evaluate the contribution of each of their fellow participants, teammates and classmates. Feedback will be provided to you, and you are expected to take this input seriously. While general results will be given to participants on request, individual evaluations by fellow students must remain confidential.

Final Evaluation:

At the end of the course, a team of experts will be asked to evaluate the team's performance, not the team's personality. In other words, will the judges believe there is a use for the results of the project and do they fully understand how to implement the ideas and what results they will achieve. They must agree that the team understood their business, developed a useful and implement able recommendation and that their business will benefit from implementation of the team's ideas. In other words, they are committed to going ahead and using the work products provided by the team.

Case studies, Articles and Class Presentation of your work:

You are required to post to blackboard and bring two business journal articles, preparing for each a one to two page summary that has, in your words, an analysis of the relevance of the article, right or wrong. The schedule will be jointly developed. You will do your own analysis on aspects of the Mobile market and use of the applications at hand as well as contribute analysis and insight to those brought by other students. You will be evaluated on your **qualitative and quantitative contribution** to the above, to support presentations and problem solving by others and participation in general class discussions. Since you must be present to participate, attendance will be a key grading factor. Critical is **not** restating the articles but applying your knowledge, analysis and evaluation of the materials in the article on how the teams can use the information. You may use other sources to discuss the article and this will be beneficial and must be included with proper references on your paper. **Bring to class the day of presentation: Your needed materials and copy of your article, analysis and PPT for the professor!**
A list of potential topics will be given for your reference.

Class Participation and Attendance:
Essential to success in this class is attendance class attendance and Team meeting attendance, and participation in the discussions, helping to solve problems and ensuring that you are part of the team you are assigned to for this class. Absences will cause failure in this class. Team recognition of who you are, attendance at meetings and being a strong member of the class community is critical to your education and to your grade. **Two** or more absences will be considered failure in this category.

9. COURSE GRADING SCALE:

A	=	(93-100) %	C	=	(73-76.99) %
A-	=	(90-92.99) %	C-	=	(70-72.99) %
B+	=	(87-89.99) %	D+	=	(67-69.99) %
B	=	(83-86.99) %	D	=	(63-66.99) %
B-	=	(80-82.99) %	D-	=	(60-62.99) %
C+	=	(77-79.99) %	F	=	< 60 %

Student mastery of the concepts of the course will be demonstrated through the use of homework problems solved by the student, in class discussions of topics between the student and the instructor, in-class team presentations and a combination of in-class and take-home exams and a term paper.

10. POLICY ON MAKEUP TESTS, LATE WORK, AND INCOMPLETES.

Incompletes: University policy states that an incomplete may be given only if a student has a passing grade in the course. An incomplete is only meant for students who are unable to complete the course due to severe hardships beyond their control. It is not meant to accommodate students who decide that the workload is too heavy. If an "I" is given, work must be completed within the time period specified by the instructor which is not to exceed 12 months from the time the incomplete is given.

Religious Accommodation: 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
http://www.fau.edu/academic/registrar/catalog/academics.php

Students Representing The University At Official Functions: Students representing the University at official functions will not be penalized for missing exams or quizzes while performing these functions. Reasonable accommodations will be made to allow the student to make up the work, usually after the majority of the class has taken the exam or quiz. It is up to the student to bring to the instructor's attention the need for the accommodation, both by presenting the instructor a University form attesting to the need for the accommodation and by reminding the instructor of the event close to its occurrence.

11. SPECIAL COURSE REQUIREMENTS:

Blackboard: You must use Blackboard to retrieve class notes, take tests, and to receive class e-mail from me. Go to http://blackboard.fau.edu to log in.

Web Assist Course: This course will make use of the Blackboard Internet feature. Lecture material and homework assignments will be posted on Blackboard, with due dates. Grade information will also be found there. We will experiment with an occasional on-line session using Blackboard Collaborate. Additionally there will be occasional on-line discussion periods. The times of these discussion periods will be determined as the semester progresses.

12. CLASSROOM ETIQUETTE POLICY: Inappropriate behavior distracts other students and interferes with their learning experience. Inappropriate behavior would include rude and inappropriate comments in either live or on-line discussions. Additionally, in order to enhance and maintain a productive atmosphere for education, personal communication devices, such as cellular telephones and pagers, are to be disabled in class sessions. Behavioral deviation from these policies will not be tolerated. Since it is my responsibility to provide an environment that is conducive to learning for everyone is the class, I will deduct points from the final grade of a student who chooses to repeatedly distract others. In particularly egregious cases, I will have the student permanently removed from the class.

13. DISABILITY POLICY STATEMENT: In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute course work 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**.**

If you are recognized as a student with learning disability by the university, please provide the necessary documentation as soon as possible (no later than the first two weeks of the semester) so that I can make arrangements for you to take tests, etc., according to the prescribed procedures. If you have any other special needs please let me know. If you don't inform me of your special status and arrange for the paperwork with the Office Students with Disabilities, you will be given the same status as the rest of the students in class until you have provided the required information and the Office Students with Disabilities. Grades will not be changed retroactively based on any information provided late.

For further information, please see http://www.fau.edu/eop/ada/ada_policy.php

14. 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 I 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 the College of Business Academic Honesty Policy at
http://business.fau.edu/undergraduate/current-students/academic-policies/academic-honesty-policy/index.aspx.

While the FAU Honor Code governs all student activities throughout the course, there are some specific comments which are applicable.

Homework is to be an individual effort. It is certainly permissible to work with other students on assignments, but the final result turned in must be your own work. It is almost impossible for a program of any size above trivial to use identical variables, algorithms and computer memory. Having said that, you may incorporate code you find from other sources as long as you properly reference the sources. (Reuse of code is one of the objectives of object oriented programming after all). However, cheating, plagiarism, and unauthorized collaboration are unacceptable and subject to disciplinary actions. Plagiarism is turning in someone else's ideas as your own work. Cheating is copying from someone or giving your work to someone else. Such actions may include an "F" in the course and the placement of a letter of fact in your student record in accordance with the rules of the University and the College of Business.

15. REQUIRED TEXTS AND READINGS:

The App and Mobile Case Study Book, Rob Ford, Taschen; Indexed edition, 2011, ISBN-10: 3836528800

16. SUPPLEMENTARY/RECOMMENDED READINGS

Recognized business periodicals such as The Wall Street Journal, NY Times and Business Week or those specific to the business you will consult for during the course.

Course documents and cases provided by the instructor and posted on BlackBoard

Individual computer and internet access and familiarity with BlackBoard and research materials.

17. COURSE TOPICAL OUTLINE, INCLUDING DATES FOR EXAMS/QUIZZES, PAPERS, COMPLETION OF READINGS:
The table below contains a schedule of topics by week.

Tentative Schedule

Topics		Reading	Deliverables	Assignment or Action
		Assignments, including readings, due		
Week 1 1/9	Course Organization framed by Syllabus. Brief discussion by each student: Background, goals, expectations of the course and general objectives. Explanation of group assignment choices. ***Students will form business teams and provide a team list.*** List of topics and article choices will be reviewed.			
Week 2 1/16	Sample Charter Lecture on Marketing Planning	Marketing Plan	Team List for Initial Exercise	List expectations for the course and for your own application ideas. Article date assignment.
Week 3 1/23	Work Breakdown intro Project Management Lecture		Student Application Preferences	Final Sample Charter
Week 4 1/30	Initial Sample Team Charter Information presented by Teams to Class Meeting with other students from engineering, art and anthropology. Final product teams will be created. Students highlight articles from business journals		Article and Summaries	**Blended Teams Will be selected**

Topics		Reading	Deliverable	Assignment or Action
Week 5 2/6	Review Team assignments, status reports, goals and reporting Students highlight articles from business journals		Article and Summaries Team Team List	Draft of Team proposal and contract
Week 6 2/13	Meet with Team and write problem description and Team proposal and contract Lecture on BP		Contract and presentation to class	Final Draft of Contract/Charter
Week 7 2/20	Develop project Strategy: Market Research and Data Collection Project Planning – Identify schedules and tasks	Instructor materials	Signed Contract, Task Assignments and Schedule	Have Team sign contract and begin data collection Plan project
	Students highlight articles from business journals		Article and Summaries	Present articles
Week 7 2/27	Interviews and more information collection Lecture on BP		Status Report Article and Summaries	Data collection
	Document interviews and data captured from Teams		Interview & Data Collection summaries	Document interviews
Week 8 3/12	**Mid Term Status Report on Projects – Progress and Issues** **All Marketing Research Must Be DONE and Analyzed and put into a report of recommendations**		Project Status Report and Issue Analysis **Firing Session**	Finalize data collection and findings
	Preparing Feedback/Assessment: Create feedback for Team on data collection		Status Report Articles	
Week 9 3/19	Team Working Sessions and data gathering, Team meetings and external research Lecture on Financials and BP		Status Report Article and Summaries	Team review of findings/actions

Topics		Reading	Deliverable	Assignment or Action
Week 10 3/26	Presenting the Findings: Moving from Diagnosis to Commitment to Action Guest Lecture on taking marketing plans and extending financials		Status Report Article and Summaries	
Week 11 4/2	Initiating Action Project Work and Finalizing recommendations		Signed approval of Team on Findings	Finalizing Report
	Team Communications and reviewing where you are, where you are going.		Status Report Article and Summaries	
Week 12 4/9	Ending the Project		Status Report Article and Summaries	Finalizing Report
Week 13 4/16	Team Communications and Finalizing the project… Project Presentations – Preliminary Run through		Status Report Article and Summaries	Final Status Report
Week 14 4/23	**Final Project Presentations including Prototype and Business Plans**		Team Report	Team Report

REFERENCES:

The App and Mobile Case Study Book, Rob Ford, Taschen; Indexed edition, 2011, ISBN-10: 3836528800

App Savvy: Turning Ideas into iPad and iPhone Apps Customers Really Want, Ken Yarmosh, O'Reilly Media; 1 edition, 2010, ISBN-10: 1449389767

The Business of iPhone and iPad App Development: Making and Marketing Apps that Succeed, Apress; 2 edition, 2011, ISBN-10: 1430233001

Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules, Jeff Johnson, Morgan Kaufmann; 1 edition, 2010, ISBN-10: 012375030X

The Business of iPhone App Development, Dave Wooldridge, Apress; 1 edition, 2010, ISBN-10: 1430227338

iPad in the Enterprise: Developing and Deploying Business Applications, Nathan Clevenger, Wiley; 1 edition 2011, ISBN-10: 1118022351

Mobile Business Strategies: Understanding the Technologies and Opportunities, Jouni Paavilainen, Addison-Wesley Professional, 2002, ISBN-10: 0201788985

The Business of Android Apps Development: Making and Marketing Apps that Succeed, Mark Rollins, Apress; 1 edition, ISBN-10: 1430239425

Mobile Media and Applications - From Concept to Cash: Successful Service Creation and Launch, Christoffer Andersson, Daniel Freeman, Ian James, Andy Johnston, Staffan Ljung, John Wiley & Sons, Ltd, 2011, ISBN: 9780470017470

Mobile Commerce : Opportunities, Applications, and Technologies of Wireless Business, Paul May, Cambridge University Press; 1st edition, 2001, ISBN-10: 052179756X

Build a iPhone App in Less than an Hour, Samuel Milton, Amazon Digital Services, ASIN: B003F77E