

**Course Syllabus**  
**ISM 3053 - Mobile App Development - 3 Credits**  
**Fall 2018**  
 Rev. August 17, 2018

<b>General Information</b>	
<b>Course Number/CRN</b>	ISM 3053\CRN 82967
<b>Course Title</b>	Mobile App Development
<b>Semester/Year</b>	Fall 2018 Tuesday, August 20 <sup>th</sup> , 2018 – December 6 <sup>th</sup> , 2018
<b>Offering College/Department</b>	Lutgert College of Business (LCOB)/Information Systems and Operations Management (ISOM)
<b>Credit Hours</b>	3
<b>Meeting Times/Location</b>	On-campus meetings and online activities. <b>Tuesday/Thursday -- 9 AM – 10:15 AM</b> -- Lutgert Hall 2210
<b>Method of Delivery</b>	Hybrid - in class and online
<b>Student-Student/Faculty-Student Interaction Strategy</b>	
<b>Course URL</b>	<a href="http://canvas.fgcu.edu">http://canvas.fgcu.edu</a> (select the “ISM 3053” course)
<b>Prerequisites</b>	None
<b>Instructor Information</b>	
<b>Instructor</b>	Eugene Hoyt
<b>Office Location</b>	Lutgert Hall 3364
<b>Phone Number</b>	239-590-1120 or Please email me through Canvas or FGCU email.
<b>E-Mail Address</b>	ehoyt@fgcu.edu
<b>Office Hours</b>	Monday 10 AM – 12 PM, Tuesday 10:30 – 12 PM, Thursday 10:30 AM – 11:45 AM, and Friday 8:30 AM – 10 AM
<b>Course Information</b>	<p>Welcome to the Mobile App Development for iOS and Android Class!</p> <p>Developing apps can be fun and is potentially lucrative but is also quickly becoming a core skill in the information technology field. Businesses are increasingly looking to mobile apps to enhance their relationships with their customers and improve their internal processes. They need individuals skilled in developing the mobile apps that support these initiatives.</p> <p>This book is intended to be an introduction to mobile app development. After you successfully complete the book, you will have the basic skills to develop both Android and iPhone/iPad apps. The book walks you from the creation of an app through the publication of the app to its intended audience on both platforms.</p> <ul style="list-style-type: none"> <li>• While the book is an introduction, it does cover many of the unique features of the mobile platforms that make apps a technology that offers new capabilities that businesses may use to enrich or augment their operations.</li> <li>• The features covered in the book include using the device’s ability to determine its location, using hardware sensors and device components in apps, and mapping.</li> <li>• The book covers both Android and iOS because we designed it for our curriculum, where it is used in a senior-level course where we teach both platforms.</li> </ul>
<b>Catalog Description</b>	Mobile App Development
<b>Student Learning Outcomes</b>	<p>After successfully completing this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>Communicate effectively</b>  <i>Corresponds to LCOB Learning Goal:</i> Be effective communicators.  <i>Assessment Methods:</i> Essays and Entrepreneurial Team Project.           <ul style="list-style-type: none"> <li>• Be able to use correct IT terminologies properly.</li> <li>• Be able to check spelling and grammar using a tool available in a word processor or editing tools when available.</li> <li>• Be able to properly format a report using headings, subheadings.</li> <li>• Be able to use reliable sources to support claims.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>• Be able to provide reference and citation information properly.</li> </ul> <p>2. <b>Demonstrate competency in the use of programming.</b>  <i>Supports LCOB Learning Goal:</i> ANALYTICAL &amp; critical thinking.  <i>Assessment Methods:</i> Coding Exercises, Entrepreneurial Team Project, and Quizzes.</p> <ul style="list-style-type: none"> <li>• Recognize characteristics of Android and IOS programming.</li> <li>• Recognize benefits from using Android and IOS programming.</li> <li>• Recognize difference between Android and IOS programming.</li> </ul> <p>3. <b>Explain how organizations leverage programming resources to gain competitive advantage in the global economy.</b>  <i>Corresponds to LCOB Learning Goal:</i> Be effective problem solvers.  <i>Assessment Methods:</i> Essays, Entrepreneurial Team Project, and Quizzes.</p> <ul style="list-style-type: none"> <li>• List problems or issues that could be solved by Android and IOS programming in business.</li> <li>• Make recommendation of adoption of a programming language or ways to improve current programming language in mobile apps.</li> <li>• Explain how the expected result is related to creation of competitive advantage.</li> </ul> <p>4. <b>Select strategies for acquiring and evaluating programmers (IT/IS sourcing)</b>  <i>Corresponds to LCOB Learning Goal:</i> Be effective problem solvers.  <i>Assessment Methods:</i> Essays, Entrepreneurial Team Project, and Quizzes.</p> <ul style="list-style-type: none"> <li>• Recognize and describe available options to acquire mobile capabilities (IT/IS sourcing).</li> <li>• Recognize and describe pros and cons of available options to acquire IS/IT capabilities.</li> <li>• Make a recommendation.</li> </ul> <p>5. <b>Recognize the sources of information security threats and ethical implications associated with information security and privacy issues, and explain how organizations address these issues</b>  <i>Corresponds to LCOB Learning Goals:</i> Understand the business environment. Be effective problem solvers.  <i>Assessment Methods:</i> Essays, Entrepreneurial Team Project, and Quizzes.</p> <ul style="list-style-type: none"> <li>• Recognize issues associated with network and mobile technologies.</li> <li>• Recognize or describe the sources of information security threats.</li> <li>• Recognize information security and privacy regulations and standards with which business must comply.</li> <li>• Recognize or describe approaches and technologies that could be used by business to meet the information security and privacy regulations and standards (technologies and employee training, etc.).</li> <li>• Recognize the ethical implications of information security, data collection &amp; sharing, and privacy.</li> </ul>
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**Required Materials**

**Required**

- The required materials for this course are in electronic and print form. **It is required to complete the course.**
- You may purchase the bundle at the University Bookstore or online.  
**Iversen & Eierman MOBILE APP DEVELOPMENT FOR iOS and ANDROID, Edition 2.0**  
**Prospect Press**  
**Copyright 2018**

**eTextbook:**  
- ISBN: 978-1-943153-27-5  
- Student Price: \$47.00  
**Available from Redshelf and VitalSource. See instructions below.**

	<p><b>Paperbacks:</b>  - ISBN: 978-1-943153-28-2  - Student Price: \$66.00 (+ shipping)  Available from Redshelf. See instructions below.</p> <p>Direct links to online retailers can be found at the publisher's website here:  <a href="https://prospectpressvt.com/titles/iversen-mobile-app-development/">https://prospectpressvt.com/titles/iversen-mobile-app-development/</a>  See "Ordering Information for Students" and click on the orange buttons.</p>
<p><b>Course Contents*</b></p> <p>For Detailed Course Schedule and Assignments (click on Canvas Lessons, after login on the course in Canvas.</p>	<p>Specific topic coverage includes:</p> <ul style="list-style-type: none"> <li>• Chapter 1. Why Mobile Apps?</li> <li>• Chapter 2. App Design Issues and Considerations</li> <li>• Chapter 3. Using Android Studio for Android Development</li> <li>• Chapter 4. Android Navigation and Interface Design</li> <li>• Chapter 5. Persistent Data in Android</li> <li>• Chapter 6. Lists in Android: Navigation and Information Display</li> <li>• Chapter 7. Maps and Location in Android</li> <li>• Chapter 8. Access to Hardware and Sensors in Android</li> <li>• Chapter 9. Using Xcode for iOS Development</li> <li>• Chapter 10. iOS Navigation and Interface Design</li> <li>• Chapter 11. Persistent Data in iOS</li> <li>• Chapter 12. Tables in iOS: Navigation and Information Display</li> <li>• Chapter 13. Maps and Location in iOS</li> <li>• Chapter 14. Access to Hardware and Sensors in iOS</li> <li>• Chapter 15. Monetizing Apps</li> <li>• Chapter 16. Publishing Apps</li> </ul>
<p><b>Teaching Philosophy</b></p>	<p><u>Instructor's Role</u> - The instructor serves as facilitator in the learning process:</p> <ul style="list-style-type: none"> <li>• Creating exciting learning opportunities for the students</li> <li>• Assigning readings &amp; challenging projects</li> <li>• Assessing students' work</li> </ul> <p><u>Student's Role</u> - Students (you!) should be active participants in the learning process:</p> <ul style="list-style-type: none"> <li>• Checking Canvas daily for updates</li> <li>• Submitting assignments in Canvas (by due date)</li> <li>• Contacting the Instructor of issues or questions as soon as they arise.</li> </ul>
<p><b>Grading Policy</b></p>	<p><b>Grading Policy:</b>  A: 90% – 100%  B+ 87% - 90%  B: 80% – 87%  C+ 77% - 80%  C: 70% – 77%  D: 60% – 70%  F: 60% – 0%</p>
<p><b>COURSE EVALUATION</b></p> <p><b>Attendance-Participation</b></p> <p><b>Grading Criteria for assignments and tests.</b></p>	<p><b>Percentage Distribution:</b></p> <p><b>0% Confirmation of attendance assignment</b></p> <p><b>10% Attendance</b></p> <p><b>25% Coding Exercises</b></p> <p><b>25% Essays</b></p>

	<p><b>25% Quizzes</b></p> <p><b>15% Entrepreneurial Team Project</b></p>
<b>Policy regarding missed tests or assignments</b>	<ul style="list-style-type: none"> <li>• Per policy, no make-ups for missed exams are administered (except for authorized and excused absences specified in the university catalog). A student who seeks an authorized or excused absence must submit documentation (such as a physician's note) to the instructor in a timely manner. See the university catalog for more information.</li> <li>• No late assignments will be accepted for any reasons except the authorized and excused absences specified in the university catalog. A student who seeks an authorized or excused absence must submit documentation (such as a physician's note) to the instructor in a timely manner. See the university catalog for more information.</li> <li>• Unfortunately, "dropped by the University for not paying the full tuition" is not an authorized and excused absence as specified in the university catalog.</li> <li>• An emergency such as unavailability of or inaccessibility to CANVAS due to network problems will be considered by the instructor on a case by case basis. Students must submit documentation (such as a screenshot of error messages) to the instructor in a timely manner.</li> </ul>
<b>Statement on e-mail usage in Eagle mail and/or CANVAS email</b>	To assure that your e-mails are delivered, you must use either Eagle e-mail or Canvas messaging to communicate with the instructor and other students.
<b>Last day to drop/withdraw without academic penalty</b>	Please find the information at <a href="http://www.fgcu.edu/Registrar/academiccalendar.asp">http://www.fgcu.edu/Registrar/academiccalendar.asp</a>
<b>University Statements</b>	
<p><b>Academic Behavior Standards and Academic Dishonesty</b></p> <p>All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the <i>Student Code of Conduct</i> and <i>Policies and Procedures</i> sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <a href="http://studentservices.fgcu.edu/judicialaffairs/new.html">http://studentservices.fgcu.edu/judicialaffairs/new.html</a>.</p>	
<p><b>University Nondiscrimination Statement</b></p> <p>Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is <a href="mailto:OIEC@fgcu.edu">OIEC@fgcu.edu</a>.</p>	
<p><b>Counseling and Psychological Services (CAPS)</b></p> <p>Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at <a href="http://www.fgcu.edu/caps">www.fgcu.edu/caps</a> for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).</p>	
<p><b>Disability Accommodations Services</b></p> <p>Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.</p>	
<p><b>Student Observance of Religious Holidays</b></p> <p>All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the</p>	

material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

### **Library Information**

Online research guides:

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm> Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

Contact for Librarian

Regina Beard ([rmbeard@fgcu.edu](mailto:rmbeard@fgcu.edu)), Business Librarian is available by appointment for assistance with business research questions.

### **Service-Learning**

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

### **Distance-Learning**

Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/Approved>

Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

### **How To Log Into the Course in CANVAS**

- Activate your FGCU EagleMail Account (if you have not done this yet). Your FGCU EagleMail account **MUST** be activated to log in to Canvas. If you are a first time student, you will need your PIN and Eagle ID, both of which are assigned at registration.
  - If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
  - To activate your account, visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>.
  - Log in to Canvas at <http://canvas.fgcu.edu/>. You need to use FGCU EagleMail account and password to log in; expand, if not displayed; Click ISM3053

*"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency." Bill Gates*

**Schedule will be posted on Canvas**