Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	SOCIAL MEDIA APPS PROGRAMMING	Instructor	DAY, MIN-YUH
Course Class	TLMXM1A MASTER'S PROGRAM, DEPARTMENT OF INFORMATION MANAGEMENT, 1A	Details	◆ Selective ◆ One Semester ◆ 2 Credits

D e p a r t m e n t a l   A i m   o f   E d u c a t i o n

Devoting to the integration and research of information technology and business management knowledge, and cultivating, for the society, middle and higher level managers with both information capabilities and modern management skills.

D e p a r t m e n t a l   c o r e   c o m p e t e n c e s

A. Use of modern management knowledge.

B. Logical thinking.

C. Critical analysis.

D. Integration of information technology and business management.

E. Research and innovation.

F. Theory and applications of data analysis.

G. Information and communication security management.

H. Verbal and Writing Communication skills.

Course Introduction	This course introduces the fundamental concepts and practices of social media and mobile apps programming. Topics include introduction to Android / iOS apps programming, developing Android native apps with Java (Eclipse), developing iPhone / iPad apps native apps with Swift / objective-C (XCode), mobile apps using HTML5/CSS3/JavaScript, jQuery Mobile, create hybrid apps with Phonegap, Google Cloud Platform, Google App Engine, Google Map API, Facebook API, Twitter API, and case study on social media apps programming and marketing in Google Play and App Store.

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :
 (i) Cognitive Domain   : C1-Remembering,   C2-Understanding,   C3-Applying,
                          C4-Analyzing,   C5-Evaluating,   C6-Creating
 (ii) Psychomotor Domain : P1-Imitation,   P2-Mechanism,   P3-Independent Operation,
                          P4-Linked Operation, P5-Automation,   P6-Origination
 (iii) Affective Domain : A1-Receiving,   A2-Responding,   A3-Valuing,
                          A4-Organizing,   A5-Charaterizing,   A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :
 (i) Determine the objective level(s) in any one of the three learning domains (cognitive,
     psychomotor, and affective) corresponding to the teaching objective. Each objective should
     correspond to the objective level(s) of ONLY ONE of the three domains.
 (ii) If more than one objective levels are applicable for each learning domain, select the
     highest one only. (For example, if the objective levels for Cognitive Domain include
     C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to
     Psychomotor Domain and Affective Domain.)
 (iii) Determine the Departmental core competences that correspond to each teaching objective.
     Each objective may correspond to one or more Departmental core competences at a time.
     (For example, if one objective corresponds to three Departmental core competences: A,AD,
     and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Students will be able to understand and apply the fundamental concepts and practices of social media and mobile apps programming.	C6	ABCDEF

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Students will be able to understand and apply the fundamental concepts and practices of social media and mobile apps programming.	Lecture, Discussion, Simulation, Practicum, Problem solving	Practicum, Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students	
Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◆ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◆ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/09/15 ~ 103/09/21	Course Orientation and Introduction to Social Media and Mobile Apps Programming	
2	103/09/22 ~ 103/09/28	Introduction to Android / iOS Apps Programming	
3	103/09/29 ~ 103/10/05	Developing Android Native Apps with Java (Eclipse) (MIT App Inventor)	
4	103/10/06 ~ 103/10/12	Developing iPhone / iPad Native Apps with Swift / Objective-C (XCode)	
5	103/10/13 ~ 103/10/19	Mobile Apps using HTML5/CSS3/JavaScript	
6	103/10/20 ~ 103/10/26	jQuery Mobile	
7	103/10/27 ~ 103/11/02	Create Hybrid Apps with Phonegap	
8	103/11/03 ~ 103/11/09	jQuery Mobile/Phonegap	
9	103/11/10 ~ 103/11/16	jQuery Mobile/Phonegap	
10	103/11/17 ~ 103/11/23	Midterm Exam Week (Midterm Project Report)	
11	103/11/24 ~ 103/11/30	Case Study on Social Media Apps Programming and Marketing in Google Play and App Store	

12	103/12/01 ~ 103/12/07	Google Cloud Platform	
13	103/12/08 ~ 103/12/14	Google App Engine	
14	103/12/15 ~ 103/12/21	Google Map API	
15	103/12/22 ~ 103/12/28	Facebook API (Facebook JavaScript SDK)(Integrate Facebook with iOS/Android Apps)	
16	103/12/29 ~ 104/01/04	Twitter API	
17	104/01/05 ~ 104/01/11	Final Project Presentation	
18	104/01/12 ~ 104/01/18	Final Exam Week (Final Project Report)	

Requirement	Social Media Apps Programming (Fall 2014)(2014.09-2015.01) (MIS MBA) (2 Credits, Elective) (M2143) [Full English Course] (Thu, 8,9, 15:10-17:00)(V201)
Teaching Facility	Computer, Projector
Textbook(s)	Slides, http://mail.tku.edu.tw/myday/teaching.htm#1031SMAP
Reference(s)	Jonathan Stark, Building iPhone Apps with HTML, CSS, and JavaScript: Making App Store Apps Without Objective-C or Cocoa, O'reilly, 2010. Rohit Ghatol and Yogesh Patel, Beginning PhoneGap: Mobile Web Framework for JavaScript and HTML5, Apress, 2012. Jon Reid, jQuery Mobile, O'reilly, 2012. jQuery Mobil: http://jquerymobile.com/ PhoneGap: http://phonegap.com/ MIT App Inventor: http://appinventor.mit.edu/ Apple Developer: https://developer.apple.com/ Apple Swift: https://developer.apple.com/swift/ Android Developer: http://developer.android.com/ Facebook Developers: https://developers.facebook.com/ Twitter Developers: https://dev.twitter.com/ Google Cloud Platform: https://cloud.google.com/ Google App Engine: https://developers.google.com/appengine/ Gephi: Social Network Analysis and Visualization: https://gephi.org/ Netvizz: Facebook Netvizz app: https://apps.facebook.com/netvizz/
Number of Assignment(s)	(Filled in by assignment instructor only)
Grading Policy	◆ Attendance： 　 % ◆ Mark of Usual：50.0 % ◆ Midterm Exam： 　 % ◆ Final Exam： 　 % ◆ Other〈Final Apps Project〉：50.0 %

Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .
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