

Module Code	Pre-requisite Module codes	Co-Requisite Modules code(s)	ISCED Code	Subject Code	ECTS Credits	NFQ Level (CPD)#
CMPU4009					5	8
Module Title	Enterprise App Development and Commercialisation					

Enterprise App Development and Commercialisation

School Responsible:	School of Computing
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Module Overview:

Billions of apps are downloaded worldwide each year and with a low barrier to entry for developers who wish to develop and sell apps, a number of indigenous Irish companies have been successful in targeting the app market worldwide. The purpose of this course will be to enable students to target this lucrative market by learning how to develop their app ideas into commercial products. The course will cover an introduction to app development on platforms including (but not restricted to) iOS, Android and Windows Mobile. In addition to technical considerations, the course will also cover commercial considerations such as project lifecycle/management, funding/investment, business models, preparing a business plan and marketing plan.

The aim of this module is to provide students with the technical skills and commercial knowledge required to take their app concepts to market.

Learning Outcomes (LO):

On Completion of this module, the learner will be able to

1	Demonstrate an understanding of the capabilities of a range of mobile devices and operating systems such as iOS, Android and Windows Mobile
2	Demonstrate an understanding of the types of apps available on these platforms
3	Understand the certification process involved in registering for an app marketplace
4	Use a development environment to develop apps
5	Design and develop a touch optimised user interface
6	Develop network aware, database powered apps
7	Make use of geo-coding capabilities of mobile devices
8	Make use of touch screens, accelerometers and cameras
9	Make use of graphics and audio in apps
10	Submit an app to a marketplace for approval

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11	Write a business plan leading to app commercialization
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Indicative Syllabus:

Mobile devices, apps, marketplaces and trends

Agile app development methodologies & the app lifecycle

Software development environments for app development – including but not limited to: Xcode, Android Studio and Visual Studio.

Setting up hardware for development.

Languages, frameworks, collections and memory management

Touch user interface design and implementation

Mobile database development

Networking and XML parsing

Graphics and audio programming

Geo and movement APIs

Publishing an App: Business models, funding, marketing, PR, legal and financial issues

App case studies

Learning and Teaching Methods:

The course delivery involves a combination of lectures and labs which may incorporate the use of blended learning techniques as appropriate throughout the delivery.

Total Teaching Contact Hours	39
Total Self-Directed Learning Hours	61

Module Delivery Duration:

This module is delivered over one semester

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Assessment		
Assessment Type	Weighting (%)	LO Assessment (No.)
Final Exam	60%	1-11
Continuous Assessment	40%	1-11
Module Specific Assessment Arrangements (if applicable)		
(a) Derogations from General Assessment Regulations		
(b) Module Assessment Thresholds		
(c) Special Repeat Assessment Arrangements		

Essential Reading: (author, date, title, publisher)
This will be prescribed by the lecturer at the beginning of the module as it will be specific to the mobile platforms used.

Version No:		Amended By	
Commencement Date		Associated Programme Codes	

Modules that are to be offered as Stand-Alone CPD Programmes must have an NFQ level assigned

*Details of the assessment schedule should be contained in the student handbook for the programme stage.

Date of Academic Council approval

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