



UNIVERSITÀ
DEGLI STUDI
DI TERAMO



COMPUTER SCIENCE THEORIES AND TECHNOLOGIES

Introduction

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General information

Teaching	Teorie e Tecnologie Informatiche (Computer Science Theories and Technologies) [A000398]
Course	Laurea Magistrale in Comunicazione per la Gestione delle Organizzazioni (Master degree in Communication for Organization Management)[88]
Year/Period	2nd year / 2nd semester
Type	Optional
Launage	Italian (material in English)
Length	30 hours (lessons)
Subject area	INF/01
Delivery meth.	Online

<https://unite.coursecatalogue.cineca.it/>

Goal

- » The objective of the course is to understand the issues related to the design and development of computer systems, in particular mobile applications, web, and search engine optimization (SEO)

Prerequisites

- » The course does not impose any specific prerequisites on programming or design
- » The only requirement is a knowledge of basic concepts of computer science

Course web site and material

The screenshot shows the E-LEARNING UNITE website interface. At the top left is the logo 'E-LEARNING UNITE'. To its right is a navigation menu with a back arrow, 'Home', 'Offerta formativa', 'I miei corsi', and 'Risorse utili' with a dropdown arrow. Below the navigation is a main content area with a tree structure of folders and course items. The root folder is 'Comunicazione per la gestione delle organizzazioni'. Under it is 'Anno accademico 2022/2023', which contains '1° anno', '2° anno', and 'Insegnamenti a scelta'. Under 'Insegnamenti a scelta' are five course items, each with a graduation cap icon, a title, a professor name, a year, and an information icon: 'Teorie e tecnologie informatiche - Prof. Romina Eramo - a.a. 2022/2023', 'Entrepreneurship - Prof. Antonio Prencipe - a.a. 2022/2023', 'Psicologia delle organizzazioni - Prof. Massimiliano Palmiero - a.a. 2022/2023', 'Sociologia dello sviluppo locale - Prof. Everardo Minardi - a.a. 2022/2023', and 'International Investment law - Prof. Pia Acconci - a.a. 2022/2023'. At the bottom of the tree is 'Anno accademico 2021/2022'.

<https://elearning.unite.it/course/view.php?id=4771>

Expectation

- » It is expected that each student
 - will prepare for and attend all the class sessions
 - will contribute regularly and substantially to the team project

- » Lectures will be in Italian
- » Slides, books, and other resources are in English

Contents

- » Basics of design thinking
- » Basics of software engineering
- » Basics of mobile development
 - Architecture and design of mobile applications
 - Overview of technologies for developing mobile applications
- » Basics of Search Engine Optimization (SEO)
 - Understand word processing, information mining, search engines
 - Understand how keyword research works
 - Optimize a website by means of SEO practices

Exam and projects

- » Homeworks and mini-projects will be assigned during the course to be done individually or in groups, as directed by the teacher
- » Homeworks and mini-projects will be delivered before the exam and will be followed by an oral discussion