COMPUTER SCIENCE
THEORIES AND TECHNOLOGIES

Introduction

Prof. ssa Romina Eramo

Università degli Studi di Teramo

Dipartimento di Scienze della Comunicazione

reramo@unite.it

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
Launguage	Italian (material in English)
Length	30 hours (lessons)
Subject area	INF/01
Delivery meth.	Online

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

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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)
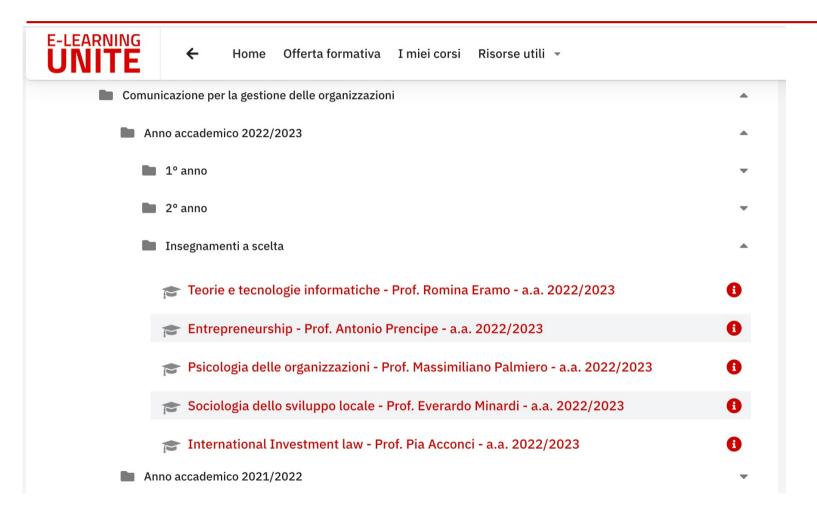
Prerequisites

» 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

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 exame and will be followed by an oral discussion