



Università degli Studi di Napoli Federico II

Apple Developer Academy a partnership with Apple

<http://developeracademy.unina.it>

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OBIETTIVO SPECIFICO 10 - Innalzamento dei livelli di competenze, di partecipazione e di successo formativo nell'istruzione universitaria e/o equivalente (RA 10.5)

Azione 10.5.9 "Azioni per il perfezionamento di corsi di studio inerenti aree disciplinari di particolare interesse nazionale e comunitario, anche finalizzate allo sviluppo di competenze specifiche nell'ambito della ricerca scientifica"

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ANNEX A

Introduction

Arts practitioner or accomplished developer? All are welcome at the Apple Developer Academy. Whether you are new to programming and App development or an accomplished coder, you will find your place at the Academy. Bring your ideas and enthusiasm, and see how you can make an impact in the world.

The Apple Developer Academy experience is based on the Challenge Based Learning (CBL) framework, which is a multidisciplinary approach to teaching and learning. Using CBL our teachers encourage students to leverage the technology they use in their daily lives to solve real-world problems. CBL (<http://challengebasedlearning.org>) is collaborative and hands-on, asking students to work with other students, their teachers, and experts in their communities and around the world to develop deeper knowledge of the subjects they are studying, accept and solve challenges, take action, share their experience, and enter into a global discussion about important issues. At the Apple Developer Academy, the teaching language is English only.

The Apple Developer Academy in Naples has three core curricula area to help students to learn the complete lifecycle of creating applications for the App Economy. The core topics will cover:

1. Coding

Through the technical curriculum students will acquire the core programming knowledge enabling them to develop iOS applications, explore frameworks and express themselves through technology to transform ideas into real world solutions.



2. Design

The Design curriculum provides the skills for the students to understand not only the basic concepts of what design is but also what it is not. They will acquire an understanding of the form-function relationship and how to carry out different types of research related to User Interface and User Experience Design (UI/UX). They will also learn to structure a project from its inception to its conclusion.

3. Business & Marketing

The Business and Marketing curriculum provides the skills for the students to understand the App Economy and the App Store ecosystem. They will acquire a deep understanding of how to market their apps in the fast changing and ever evolving competitive App Store landscape. They will also learn to turn their apps into a potential business, and understand what is required to start - and run - their own company. Finally, they will gain the skills necessary to acquire and be successful in a job with an existing company.

Students will also have the opportunity to practice and improve their “soft skills” (emotional intelligence, adaptability, ability to collaborate and negotiate, situational awareness, ability to communicate, etc.) in the overall program at the Academy.

The Apple Developer Academy students create Apps as part of the curriculum, and fully own the Intellectual Property of what they create during their time at the Academy.

For the academic year 2018/2019 the Apple Developer Academy will consist of two different education paths:

1. **Standard Class - number of students 342**
2. **Enterprise Track - number of students 36**

Below a short description of these paths:

A.1 Education Paths

Standard Class

Standard Class is formed by two parallel student cohorts. Classes take place in the morning slot and in the afternoon slot.

This profile is roughly associated with a curriculum of studies including the following competence mix:

- coding —> 55%
- design —> 35%
- business —> 10%



- Expected start date of courses: October 2018
- Expected end date of courses: June 2019

Enterprise Track

The Enterprise Track is formed by a single cohort of **36** students who attend classes during both time slots (morning slot and afternoon slot), from Monday to Friday.

At the end of their training at the Apple Developer Academy, Enterprise Track students will have an all-round education covering all aspects associated with the design, the development, the deployment, the configuration, the monitoring and the optimisation of an app and all of its related components. In a nutshell, an Academy's Enterprise Track graduate will be able to look after the entire life-cycle of an app, from the design to the implementation, but also including its deployment in the cloud, the tuning of its configuration parameters, the security of its communications, the effectiveness of the data storing procedures, etc.

- Expected start date of courses: October 2018
- Expected end date of courses: June 2019

A.2 Application form and registration procedure

The application form must be submitted exclusively on-line through the following website:
<http://www.developeracademy.unina.it>

The on-line registration is available as soon as the call for applications is published, and will close mandatorily, and under penalty of exclusion from the selection procedure, at **14:00hrs (GMT +1) of June 8th 2018**. In order to be admitted to the selection procedure, each applicant will have to be provided with an own email address. The on-line application procedure is based on the filling of an on-line form as described below.

1. Go to the website www.developeracademy.unina.it.
2. Select "Join Us".
3. The applicant must then fill a form making sure that:
 - a. All the requested data has been filled;
 - b. Select the class to attend (Standard Class, Enterprise Track or both Standard Class and Enterprise Track)
 - c. Select the location where to take the test
 - d. Upload the following documents: Curriculum Vitae in European format, a copy of University Degree or High School Diploma and a copy of an identity document;
 - e. Accept the Terms and Conditions
 - f. Check "I am not a robot" captcha box
 - g. Click on the Send button



Failure to comply with the aforementioned provisions will prevent admission to the selection and, in any case, the exclusion from the procedure.

Applicants with disabilities who require assistance to carry out the selection procedure should select "yes" in the box "special needs" and must send, by e-mail to developeracademy@unina.it – as condition for obtaining the requested assistance - within and no later than 14.00 (Italian time) of June 15th 2018 providing details about the aid needed, as well as the possible need for additional time to complete the test.

Applicants affected by specific learning disorders (SLD - dyslexia, dyscalculia, dysgraphia and dysorthography), whose diagnosis is certified (the certificate must be sent to the email address within the abovementioned deadline) are granted an additional time equal to 30 percent more than that defined for the admission test and the possibility of using compensatory measures. These applicants, therefore, will forward (with the means and within the terms abovementioned) a request in which they clearly indicate the needed compensatory measures, as functionally specified in the diagnosis. Diagnoses without a functional specification are not suitable to support the authorization of the mentioned measures. Therefore, a certificate containing the clinical diagnosis of SLD must be attached to the request. The Administration will evaluate the requests of aid filled by disabled applicants or with a diagnosis of SLD, with the cooperation of the relevant University structure: Centro Servizi di Ateneo per l'Inclusione Attiva e Partecipata degli Studenti (S.IN.A.P.S.I.). The outcome of these evaluations will be communicated to interested parties by email.

A.3 Selection procedure

For Standard Classes

In order to be eligible for a standard class, applicants must hold a **high school diploma** (or an equivalent qualification) and **must not have already attended the Apple Developer Academy in Naples during academic years 2016/2017 or 2017/2018.**

The selection will be based on the outcome of two phases.

In order to get ready for phase 1, the applicants will have an opportunity to study online a list of materials and take an initial online self-assessment. The self-assessment will be focused on information from the provided materials and does not require previous knowledge in any specific field. The online self-assessment is aimed at better preparing the applicants for the rest of the selection process, and does not constitute a formal step towards acceptance. The self-assessment module will be accessible to the applicants on May 18th 2018. Applicants will be notified by email.

This phase is aimed at better preparing the applicants for the rest of the selection process, and does not constitute a formal step towards acceptance.



Phase 1 – Assessment test

Applicants will be invited to sit for an automated assessment based on a multiple choice test. Respondents will be asked to select the only correct answer out of the **4** available choices from a list of **30** stems. Each correct answer earns **2** points toward the total mark, whereas each wrong answer

will remove **0.5** points from the test taker's score and **0** for each missing answer. With the above 2 mentioned rules, the maximum achievable test score is **60** points.

The test will have a duration of **60 minutes** and will touch upon the following topics:

- logical reasoning;
- coding:
 - basic concepts, Object Oriented Programming, Swift programming basics, Design Patterns;
- design:
 - basic concepts, responsive and adaptive design, conceptualization for mobile applications, user-centered design processes, digital concepts creation, sketches, prototypes, diagrams, screen schematics, wireframes (i.e., interaction specifications), etc.;

The first phase will be aimed at selecting the top **500** applicants, ranked by score.

Phase 2 – Motivational interview

The 500 applicants selected after phase 2 will be invited to a motivational video-conference interview, in English, during which they will have a chance to present their own portfolio of competences. A maximum of **40** points can be earned with the interview.

During the interview, applicants could be asked:

- 1) to provide a brief presentation of their curriculum vitae;
- 2) to explain the professional reasons grounding their application;
- 3) to describe their career perspectives as a result of the course;
- 4) to illustrate the technological issues they are more interested in;
- 5) to specify the application areas in which they believe to be able to develop their activities under the program;
- 6) to provide a description of their individual and professional characteristics that they believe to be their biggest potentials during the course;
- 7) to provide a description of their creative skills

During the interview the applicant could be also asked to briefly present a solution approach to a simple logical-computational problem and/or web design a visual style project.

After completing the second phase, the top **342** applicants will be invited to attend the Academy classes. They will be divided between two cohorts (morning and afternoon). In the event of a tie, the younger applicant shall prevail. The ranking will be scrolled should any of the selected candidates renounce his/her seat at the Academy.



For Enterprise Track

In order to be eligible for Enterprise Track, applicants must hold an Advanced Degree in IT or Computer Science field for Italian applicants, and an equivalent degree for foreign ones. They must also have not attended the Apple Developer Academy - Master Class during the academic year 2017/2018.

Students who apply with an advanced degree in a field not related to IT and Computer Sciences will have to demonstrate work experience of 2+ years in a related field.

The selection of Enterprise Track students will be based upon the same procedure as the one described above for the Standard Classes, but with a few differences:

Difference with Phase 1 - Assessment test

- **number of stems in the test: 50**, structured as follows:
 - **30** covering the same topics as in the Standard Class test;
 - **20** associated with topics which are specific to the Enterprise Track: networking protocols, cloud computing basics, databases, app life-cycle management etc.
- **duration of the test: 90 minutes.**

With the above mentioned rules, the maximum achievable test score is **100 points**, with the following split:

- a maximum of **60 points** associated with the 30 “Standard Class” stems;
- a maximum of **40 points** associated with the 20 “Enterprise Track class” stems.

The assessment test will be aimed at selecting the top **70** applicants, ranked by score.

Difference with Phase 2- Interview

The 70 applicants selected after phase 1 will be invited to an on-line video conference interview consisting of:

- A motivational interview, similar to the one for the Standard Class, during which they will have a chance to present their own portfolio of competences. Maximum earnable points: **40 points**
- An assessment of the Applicants’ competences related to the advanced topics specific to the Enterprise Track. A maximum of **20 points** can be earned in this phase of the interview.

After completing the second phase, the top **36** applicants will be invited to attend the Apple Developer Academy - Enterprise Track. The ranking will be scrolled should any of the selected candidates renounce his/her seat at the Academy.

Please note

Potential students who are eligible for the Enterprise Track can also decide to apply for the Standard Class (provided that they meet all of the Standard Class requirements). In such a case, they will seat just once for both automated assessment and motivational interview. After 60 minutes, the assessment test for the Standard Classes will close and it will be given a score, then the applicants have 30 minutes more to complete the Enterprise Track test.



They will be included in both standard classes and Enterprise Track rankings, and should then be selected in both subsets, where they will be allowed to choose the option that they like the most (and the rankings will be scrolled accordingly).

A.4 Date and place of the assessment test

The assessment test will be held in Naples, on the **ground floor of the Campus of Biotechnology Sciences of the University Federico II (Via De Amicis, 95) on July 2nd 2018.**

The timetable of the tests will be announced exclusively via an on-line publication in the Official Noticeboard of the Università degli Studi di Napoli Federico II (available on the website www.unina.it) and via the Apple Developer Academy's official website: www.developeracademy.unina.it

For this year's selection the Apple Developer Academy is offering applicants to sit for on-line assessment also in one of the following remote examination sites. Availability of seats is limited in the remote examination sites. Access to remote session will be granted on a First-Come-First-Served basis. Overflow applicants will be invited (via e-mail) to take their exams in Naples.

Paris: June 19th 2018 (48 seats)

Address: Apple France, Executive Briefing Center – 6th Floor, 7 Place d'Illena, Paris, France

Munich: June 21st 2018 (64 seats)

Address: Apple Germany, Executive Briefing Center - Arnulfstrasse 19, Munich, Bavaria-Bayern 80335, Germany

London: June 22nd 2018 (80 seats)

Address: Apple London, Chelsea Room, 2nd Floor, 1 Hannover Street, London, Greater London W1S1YZ, United Kingdom

Please note:

This schedule might be subject to changes. The updated schedule will be published on the Apple Developer Academy's official website.

A.5 Location

The training will take place in Naples, Italy, at the Apple Developer Academy:

Università degli Studi di Napoli Federico II, Campus of San Giovanni a Teduccio,
Corso Nicolangelo Protopisani 70, Naples, Italy.



A.6 Attendance of the Classes

Class attendance is mandatory. Participants are required to comply with the Regulations and, in particular, to respect the minimum limit of attendance, which is the 80% of the scheduled hours. For Standard Class the scheduled hours are 750, and for the Enterprise Track the hours are presumably 1.500.

A.7 Scholarships and economic support funds

Apple has made available a number of scholarships equal to 5% of the students admitted to the Developer Academy, for an amount of € 7.200,00 (net IRAP tax) for the entire duration of the classes, in accordance with the final ranking.

All other students, based on the applicable European regulations (see European Social Fund regulations at <http://www.fse.regione.campania.it>), will receive from Regione Campania a contribution of about € 7.200,00 (gross IRAP tax) for the entire duration of the classes. Students will receive the total amount at the end of the course.

Information

For further information, do not hesitate to contact us at the following email address:
developeracademy@unina.it

This Annex, integral part of the announcement, has been drafted in Italian. The English version is a translation for information purposes only. In case of discrepancy, the Italian version shall prevail and be binding.

Naples, May 3rd 2018

F.to Il Direttore del Coinor

Prof . Luciano Mayol