



## Università degli Studi di Napoli Federico II The Developer Academy a partnership with Apple

Financial Intervention granted also by POR Campania FSE 2014-2020

<http://developeracademy.unina.it>

### ANNEX A

#### Introduction

The Developer Academy is a joint initiative between the Università degli Studi di Napoli Federico II and Apple for the training in the development of new applications and digital services.

Developer Academy classes are all based on a novel technique known as Challenge Based Learning (CBL), a multidisciplinary approach to teaching and learning that encourages students to leverage the technology they use in their daily lives to solve real-world problems. CBL 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.

Besides providing all students with so-called “soft skills” (emotional intelligence, adaptability, ability to collaborate and negotiate, situational awareness, ability to communicate, etc.), the Developer Academy in Naples leverages CBL to teach topics falling in the following fields:

#### 1. Coding:

- Basic and Advanced Object Oriented Programming Concepts;
- Design Patterns and their application to the realization of complex distributed applications for the Internet;
- Swift programming for iOS, watchOS and tvOS;
- Server-side programming basics;
- Basics on Databases (both SQL and NoSQL)

#### 2. Graphical User Interface Design

- Design Thinking;
- Rapid prototyping;
- Quality of Experience (QoE) oriented design patterns.

#### 3. Business

- How to gain a fast and sustainable access to the market;
- Intellectual Property Rights (IPR) management;
- Product development;
- Business modeling;
- Business planning;
- Customer acquisition through digital advertising;
- Corporate governance.



## A.1 Education Paths

The Academy organizes, for the academic year 2017/2018, two different education paths:

1. **Standard Classes number of students 342**
2. **Master Class number of students 36**

### Standard classes

Standard classes are structured in two parallel student cohorts associated, respectively, with morning and afternoon from Monday to Friday. Each single cohort is further split in two subcohorts, each associated with a different student profile, as briefly depicted below.

#### Profile #1: the “geek”

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

- coding —> 55%
- design —> 30%
- business —> 15%

Expected number of students with such a profile: **222**

#### Profile #2: the “creative”

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

- coding —> 45%
- design —> 40%
- business —> 15%

Expected number of students with such a profile: **120**.

- Expected start date of courses: October 2017
- Expected end date of courses: June 2018

### Master class

The master class is structured as a single cohort of **36** students attending classes both during the morning and the afternoon from Monday to Friday.

At the end of their training at the Developer Academy, master class students will have an allround education covering all aspects associated with the design, the development, the configuration, the monitoring and the optimisation of an app and all of its related components. In a nutshell, he/she 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 2017
- Expected end date of courses: June 2018



## A.2

### Application form and registration procedure

The application form must be submitted within and no later than 31 May 2017 at 12.00 a.m. (GMT + 1), exclusively on-line through the website: [www.developeracademy.unina.it](http://www.developeracademy.unina.it)

The on-line registration is possible as of the publication of the notice and closes mandatorily, and under penalty of exclusion from the selection procedure, at 12.00 a.m. (GMT + 1) of the 31 May 2017. In order to be admitted to the selection each applicant will have to own an email address. The on-line application procedure is based on the filling of an on-line application form as depicted below.

1. Connect to [www.developeracademy.unina.it](http://www.developeracademy.unina.it).
2. Select " Send us your application".
3. Once provided with the input form, the applicant must:
  - a. Fill in the requested data;
  - b. Select the class that he/she is applying for (Standard Classes, Master Class, both Standard and Master Classes)
  - c. Select the preferred option, If you'd like to take the test in a remote location other than Naples,
  - d. Check the responsibility assumption box about the truthfulness of the entered data;
  - e. Check "I am not a robot" captcha box
  - f. Click on the "Send" button.

Failure to comply to 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 "differently abled" box and must send, by e-mail to [developeracademy@unina.it](mailto:developeracademy@unina.it) – as condition for obtaining the requested assistance - within and no later than 12.00 am (GMT + 1) of 15 June 2017 detail information, specifying the aid needed in relation to their disability, as well as the possible need for additional time to complete the test. Applicants affected by specific learning disorders (SLD - dyslexia, dyscalculia, dysgraphia and dysorthographia), whose diagnosis is certified (the certificate must be sent to the mentioned 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 (in the manner and within the terms above mentioned) 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 iOS Developer Academy in Naples during academic year 2016/2017**.

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

#### Phase 1 – Assessment test

First, 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 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, conceptualisation for mobile applications, user-centered design processes, digital concepts creation, sketches, prototypes, diagrams, screen schematics, wireframes (i.e., interaction specifications), etc.;
- **business**:
  - product development, business modeling, business planning, 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 1, must send an e-mail to [developeracademy@unina.it](mailto:developeracademy@unina.it), with the curriculum vitae, drafted in the European Europass format together with further optional attachments which are deemed useful to help describe their own competence portfolio (up to a limit of 10 MB). In the subject of the e-mail they must indicate their first name, family name and the class they're applying for. They then will be invited to an on-line (via video-conference) motivational 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 it is possible to ask the applicants:

- 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 that interest them the most;
- 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 they can leverage the most during the course;
- 7) to provide a description of their own creative qualities

During the interview, it is also possible that the applicant will be asked to briefly present a solution approach to a simple logical-computational problem and/or web design and 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 the two cohorts (morning vs afternoon) and two profiles (“geeks” vs “creatives”) at the sole discretion of the evaluation committee. 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 Master Class

In order to be eligible for the master class, applicants must hold an Advanced Degree for Italian applicants, and an equivalent degree for foreign ones.

The selection of master class students will be based upon the same procedure as the one depicted above for the standard classes, with the differences illustrated below.

#### Differences 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** more stems associated with topics which are specific to the master class: 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” stems;
- a maximum of **40 points** associated with the 20 “master class” stems.

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

#### Difference phase 2- Interview

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

- A motivational interview, similar to that provided for by the selection procedure for Standard Classes, during which they will have a chance to present their own portfolio of competences. A maximum of **40** points can be earned with this phase of the interview.
- The assessment of the applicants’ competences related to the advanced topics specific to the Master Class. A maximum of 20 points can be earned with this phase of the interview.

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



### Note well

Prospective students who are eligible for the master class, can decide to also apply for the standard classes (provided that they meet all of the standard classes requirements). In such a case, they will seat just once for both the automated assessment and the motivational interview. They will be inserted both in the standard classes and in the master class rankings and should they be selected in both subsets, 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 University Complex of Biotechnological Sciences (Via De Amicis, 95) from 3 July 2017.

The timetable of the tests will be announced exclusively by on-line publication in the Official Noticeboard of the Università degli Studi di Napoli Federico II (available on the web site [www.unina.it](http://www.unina.it)) and by means of publication on [www.developeracademy.unina.it](http://www.developeracademy.unina.it)

For this year's selection in fact the 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.

**Munich:** 13 June 2017 (up to 96 seats)

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

**London:** 16 June 2017 (up to 80 seats)

Address: Apple London, Executive Briefing Center 2<sup>nd</sup> Floor  
1 Hannover Street, London, Greater London W1S 1YZ, UK

**Madrid:** 20 June 2017 (up to 72 seats)

Address: Apple Spain, Customer Briefing Center – 3<sup>rd</sup> Floor  
Carrera de San Jeronimo 1, Madrid 28014, Spain

**Milan:** 22 June 2017 (up to 72 seats)

Address: Apple Italy, Customer Briefing Center 8<sup>th</sup> Floor  
1-3 Piazza San Babila, Milan 20122, Italy

**London:** 23 June 2017 (up to 80 seats)

Address: Apple London, Executive Briefing Center 2<sup>nd</sup> Floor  
1 Hannover Street, London, Greater London W1S 1YZ, UK

**Paris:** 27 June 2017 (up to 72 seats)

Address: Apple France, executive Briefing Center – 6<sup>th</sup> Floor  
7, Place d'Ilena, Paris, France

### Note well:

This schedule might be subject to changes. The up-date schedule will be published on the Academy's web site.





## **A.5 Location**

The training will take place at the Developer Academy, Università degli Studi di Napoli Federico II, Campus of San Giovanni a Teduccio, via Protopisani 70, Naples.

## **A.6 Attendance of the Classes**

**Class attendance is mandatory.** Participants undertake to comply with the rules of the Regulations and, in particular, to respect the minimum limit of attendance, settled on 80% of the scheduled hours. For Standard Classes the scheduled hours are 750, for Master Class presumably about 1.500.

If a student enrolled in one of the courses at the Università degli Studi di Napoli Federico II is admitted to the Developer Academy, he/she may ask to sign a contract in order to extend the period of studies in accordance with the current University regulations or to suspend the enrollment for a year, without paying other fees than the suspension fee.

## **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) 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) for the entire duration of the classes.

## **Information**

For further information, the following contacts are available: email: [developeracademy@unina.it](mailto: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.

**Napoli, 28/04/2017**

**F.to Il Direttore del COINOR**