

Syllabus

I. IDENTIFICATION

Course: Public Administration		
Department: Department of Public Administration		
Discipline: Digital Platforms and Business Models		Código:
Workload: 72 hours	School term: 2021/2	Term: 7 ^o
Professor: José Francisco Salm Júnior		
contact: jose.salmjunior@udesc.br		

II. SYLLABUS

This course addresses concepts of electronic government and the development of digital services using a simulator. We will explore recent information technologies and discuss ways to implement student's ideas for information delivery and services to a variety of scenarios. Students will review accessibility standards (WCGA/E-MAG) among others. Students will be encouraged to build electronic service structures, simulations, and prototypes for the provision of electronic services.

III. OBJECTIVES

In the course we will use an environment to simulate the service defined by the student teams during the eGov project. The simulator is used in the course to present basic notions of programming logic and to support students in understanding the use of components, blocks and events. According to Mihci (2017), this form of teaching is called Programming Language Oriented Programming Blocks - BBL). The environments for the simulator are the MIT App Inventor from the Massachusetts Institute of Technology (MIT), which is a University in the United States and Kodular.io, which is an environment based on the MIT App Inventor and has complementary features.

IV. PROGRAMMATIC CONTENT

Introduction to Digital Platforms for eGov and B2B
 Electronic Government Theories and Platforms
 EGov Elements
 Types of Projects
 Vocabulary of B2B
 Services Platform
 Maturity scale
 Web Accessibility
 Webmetrics
 Classification of thinking (six cognitive levels of complexity)
 Action Learning

General Concepts
 Engaging user experience
 Speed of innovation
 Feature integration
 Sensors and context
 The mobile app
 Contextual interacting
 Value Proposition- The hypothesis

Web Metrics
 Concept of Webmetrics
 Basic Link Terminology

Web node diagram
Webmetrics - Four main areas of research
Necessary measures

Web Aecessability
Concept of Web Accessibility
Essential Components of Web Accessibility
Guidelines for Different Components

Wireframes and Weblinks
Sketches in interaction design
Symbols are defined to improve consistency
Wireframes in interaction
Starting with the Main page
Wirframes in the project

Introduction to the Simulator
Teaching GUI-Programming Concepts - MIT App

Simulator - Understanding properties in the MIT App Inventor – Kodular

Simulator - Opening a Window with blocks
Simulator - Understanding Layouts

Simulator - Understanding the use os Sensors and Methods in the Simulator

V. TEACHING METHODOLOGY

1. Theoretical class
2. Case Study
3. Catalog of Websites
4. Preparation of team's simulations in Web tools
5. Project Development
6. Mind Mapping tools
7. Mobile app simulation tools - App inventor - <http://ai2.appinventor.mit.edu/> or Kodular (<https://www.kodular.io/>)

VI. EVALUATION SYSTEM

1. Test (30%);
2. Presentation - PPT material seen in the classroom) + chapter 4 and 9 of the Book Building the Virtual State of Jane E. Fountain (editor of the National School of Public Administration - ENAP)
3. Delivery of the Partial Project - Links Notebook (printed and bound)
4. Group design/interdisciplinary activities
5. Prototype A - Platform Design Model and Link (5%)
6. Prototype B - Service simulations (5%)
7. Project final presentation and Oral Test (40%) with simulation made at the Massachusetts Institute of Technology (MIT) App Inventor - <http://ai2.appinventor.mit.edu/> or Kodular (<https://www.kodular.io/>)

VII. BIBLIOGRAPHY

BASIC

FOUNTAIN, Jane E. Building a Virtual State - Information Technology and Institutional Change. Brasília, ENAP,2005.

LAUDON, Kenneth C. Information Systems Management. 3.ed. Rio de Janeiro: LTC, 2001.

ABREU, Juliana de. Corporate portals as a tool for knowledge management. 2006. 67 f. Monograph (specialization) - State University of Santa Catarina, Specialization Course in Library Management, Florianópolis, 2006 . Available in : <<http://www.pergamumweb.udesc.br/dados-bu/000000/0000000000004/000004E9.pdf>>.

BARBOSA, Alexandre F. Research on the use of information and communication technologies in Brazil : ICT electronic government - 2010= Survey on the use of information and communication technologies in Brazil : ICT electronic government - 2010. [São Paulo]: Internet Steering Committee in Brazil, 2010. 99 p. ISBN 9788560062348 (broch.).

COMPLEMENTARY

1. **PUBLIC ADMINISTRATION MAGAZINE. Rio de Janeiro: Getulio Vargas Foundation,1967-. bimonthly. ISSN 0034-7612. Available in : <http://www.scielo.br/scielo.php?script=sci_serial&pid=0034-7612&lng=pt&nrm=iso>. Access : 06 Sep. 2002.**
1. **ARAÚJO, Thiago Souza; State University of Santa Catarina. Digital economy: structuring of a model proposal for measuring E-gov services provided by municipal electronic portals. 2008. 202 Thesis (Master's degree) - State University of Santa Catarina, Administration Science Center - ESAG, Professional Master's degree in Administration, Florianópolis, 2008. ISBN (Enc.)**
2. **COSTA, Tiago da. Modernization of public registration services in Brazil: proposal of electronic registration of the attachment of real estate. 2009. Dissertation (master's degree) - State University of Santa Catarina, Center for Business sciences and Socio-Economic, Professional Master in Administration, Florianópolis, 2009 . ISBN (Enc.)**
1. **Fountain, Jane E. Building the Virtual State: Information Technology and Institutional Change**
2. **Platform for Realising Online One-Stop Government (eGOV) Disponível em: <http://www.egov-project.org/>**