



Academic Spotlight

Luciano Freire, Universidade Anhembi Morumbi

“We chose the BlackBerry Academic Program resources because the quality of the technical material is excellent. It provides extensive coverage of theoretical and technical concepts.”

- Luciano Freire, Coordinator of Undergraduate Programs in Computer Science and Computer Networks at Universidade Anhembi Morumbi

About Luciano Freire

Professor Luciano Freire is currently Coordinator of Undergraduate Programs in Computer Science and Computer Networks at Universidade Anhembi Morumbi in Sao Paulo, Brazil. Luciano has completed both a Bachelors and Masters Degree in Computer Science at Universidade Federal de Sao Carlos (UFSCar). He has worked as a software developer for the Brazilian Agricultural Research Corporation (Embrapa) as a part of their Agricultural Instrumentation division. Currently Luciano teaches Programming Languages, Data Structures and Computer Security at UAM. His research areas include Computer Networks and Information Security.

Universidade Anhembi Morumbi: Helping students gain a competitive edge

The BlackBerry® Academic Program provides curriculum resources that help professors around the world bring hands-on learning to the classroom. Luciano Freire, at Universidade Anhembi Morumbi (UAM) in Sao Paulo, Brazil is one of those professors. As Coordinator of Undergraduate Programs in Computer Science and Computer Networks, Professor Freire is using BlackBerry Academic Program resources to help his students gain a competitive edge in the job market.

Training for a Growing Market

As of June 2011, Brazil had over 800,000 active BlackBerry® smartphones users. UAM wanted to ensure that their students gained a well-rounded set of skills to help them take advantage of this growing mobile market.

Hands on Experience

“Mobile development and mobile management are new topics in Brazil,” explains Professor Freire, “. . .so there are few resources about these topics. The BlackBerry Academic Program provides curriculum resources that explicitly reference these mobile topics. Students and professors have access to extensive, high quality resources to study and prepare for classes.” Students are given the opportunity to test their applications on BlackBerry smartphones provided by Research In Motion®. “This is important,” he says, “. . .because I believe that BlackBerry smartphones are becoming increasingly popular in Brazilian companies. The BlackBerry smartphones provide an opportunity for students to gain exposure to industry technology before beginning their careers.”



Quick Facts

2 full courses that integrate BlackBerry Academic Program curriculum:

Mobile Devices and Protocols with 23 students

Ubiquitous Computing with 45 students

40 BlackBerry smartphones donated by BlackBerry Academic Program for computer science programs

Aiming for 20 BlackBerry applications developed in the Ubiquitous Computing class by end of Fall 2011 semester



“Our courses help students learn how to deploy BlackBerry smartphones in large organizations, including government”

Connecting to the Network

As of June 2011, over 1000 organizations in Brazil have deployed BlackBerry devices using a BlackBerry® Enterprise Server. That’s why one of the first courses Professor Freire offered was Mobile Devices and Protocols, a part of UAM’s Computer Network stream of studies. “Our courses help students learn how to deploy BlackBerry smartphones in large organizations, including government,” says Professor Freire.

An Expanding App World

UAM is also teaching students how to capitalize on the booming mobile application market in Brazil. UAM’s Ubiquitous Computing course gets students involved in mobile application development. “Students learn to develop and deploy applications for the BlackBerry platform through a balance of theoretical concepts and practical application of the course topics,” Professor Freire explains. Final student projects see students developing applications to solve everyday issues. Students identify problem scenarios that they encounter in their day-to-day lives and create an application that would provide a solution to that problem. Some project examples include an appointment book and a personal finance manager.

Moving Forward

The success of teaching mobile solutions has led to UAM’s plans to include BlackBerry Academic Program resources in their Information Systems courses. In the Fall 2011 semester, UAM will use BlackBerry smartphones in research projects related to augmented reality and mobile development, as part of their Masters of Digital Design degree program.

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