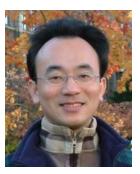
# **Software Engineering**



# Introduction to Software Engineering

1132SE01 MBA, IM, NTPU (M5010) (Spring 2025) Wed 2, 3, 4 (9:10-12:00) (B3F17)





#### Min-Yuh Day, Ph.D, Professor

Institute of Information Management, National Taipei University

https://web.ntpu.edu.tw/~myday









# Min-Yuh Day, Ph.D.



2020 Cohort

#### aws Cloud educate Ambassador

2020 Cohort

**aws** academy

Accredited Educator

aws certified
Solutions
Architect
Associate





Director, Intelligent Financial Innovation Technology, IFIT Lab, IM, NTPU

Director, Fintech and Green Finance Research Center, NTPU Division Director, Sustainable Development, Sustainability Office, NTPU

Artificial Intelligence, Generative AI, ESG and Green Financial Technology, Big Data Analytics, Electronic Commerce, Biomedical Informatics









# Course Syllabus National Taipei University Academic Year 113, 2<sup>nd</sup> Semester (Spring 2025)

- Course Title: Software Engineering
- Instructor: Min-Yuh Day
- Course Class: MBA, IM, NTPU (3 Credits, Elective)
   GMBA in Finance; SHM; IPUG
- Details
  - In-Person and Distance Learning EMI Course (3 Credits, Elective, One Semester) (M5010)
- Time & Place: Wed, 2, 3, 4, (9:10-12:00) (B3F17)
- Google Meet: <a href="https://meet.google.com/ish-gzmy-pmo">https://meet.google.com/ish-gzmy-pmo</a>





## **Course Objectives**



- 1. Understand the fundamental concepts and research issues of <u>software engineering</u>.
- 2. Equip with Hands-on practices of software engineering.
- 3. Conduct information systems research in the context of software engineering.

#### **Course Outline**



 This course introduces the fundamental concepts, research issues, and hands-on practices of software engineering.

#### Topics include:

- 1. Introduction to Software Engineering
- 2. Software Products and Project Management: Software product management and prototyping with Generative AI
- 3. Agile Software Engineering: Agile methods, Scrum, and Extreme Programming
- 4. Features, Scenarios, and Stories
- 5. Software Architecture: Architectural design, System decomposition, and Distribution architecture
- 6. Cloud-Based Software: Virtualization and containers, Everything as a service, Software as a service
- 7. Cloud Computing and Cloud Software Architecture
- 8. Microservices Architecture, RESTful services, Service deployment
- 9. Security and Privacy; Reliable Programming
- 10. Testing: Functional testing, Test automation, Test-driven development, and Code reviews
- 11. DevOps and Code Management: Code management and DevOps automation
- 12. Case Study on Software Engineering

# **Core Competence**



 Exploring new knowledge in information technology, system development and application 80 %

Internet marketing planning ability 10 %

Thesis writing and independent research skills 10 %

### Four Fundamental Qualities



- Professionalism
  - Creative thinking and Problem-solving 30 %
  - Comprehensive Integration 30 %
- Interpersonal Relationship
  - Communication and Coordination 10 %
  - Teamwork 10 %
- Ethics
  - Honesty and Integrity 5 %
  - Self-Esteem and Self-reflection 5 %
- International Vision
  - Caring for Diversity 5 %
  - Interdisciplinary Vision 5 %

# **College Learning Goals**



- Ethics/Corporate Social Responsibility
- Global Knowledge/Awareness
- Communication
- Analytical and Critical Thinking





- Information Technologies and System Development Capabilities
- Internet Marketing Management Capabilities
- Research capabilities

## **Syllabus**



#### Week Date Subject/Topics

- 1 2025/02/19 Introduction to Software Engineering
- 2 2025/02/26 Software Products and Project Management:

  Software product management and prototyping with

  Generative AI
- 3 2025/03/05 Agile Software Engineering:
  Agile methods, Scrum, and Extreme Programming
- 4 2025/03/12 Case Study on Software Engineering I
- 5 2025/03/19 Features, Scenarios, and Stories
- 6 2025/03/26 Software Architecture:

Architectural design, System decomposition, and Distribution architecture

# **Syllabus**



#### Week Date Subject/Topics

- 7 2025/04/02 Make-up holiday for NTPU Sports Day (No Classes)
- 8 2025/04/09 Midterm Project Report
- 9 2025/04/16 Cloud-Based Software: Virtualization and containers, Everything as a service, Software as a service
- 10 2025/04/23 Cloud Computing and Cloud Software Architecture
- 11 2025/04/30 Case Study on Software Engineering II
- 12 2025/05/07 Microservices Architecture, RESTful services, Service deployment

# **Syllabus**



Week Date Subject/Topics

13 2025/05/14 Industry Practices of Software Engineering

14 2025/05/21 Security and Privacy; Reliable Programming;
Testing: Functional testing, Test automation,
Test-driven development, and Code reviews;
DevOps and Code Management:
Code management and DevOps automation

15 2025/05/28 Final Project Report I 16 2025/06/04 Final Project Report II

# **Teaching Methods and Activities**



- Lecture
- Discussion
- Practicum

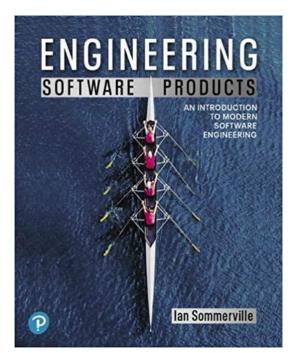
#### **Evaluation Methods**



- Individual Presentation 60 %
- Group Presentation 10 %
- Case Report 10 %
- Class Participation 10 %
- Assignment 10 %

# **Required Texts**

Ian Sommerville (2019),
 Engineering Software Products:
 An Introduction to Modern Software Engineering,
 Pearson.



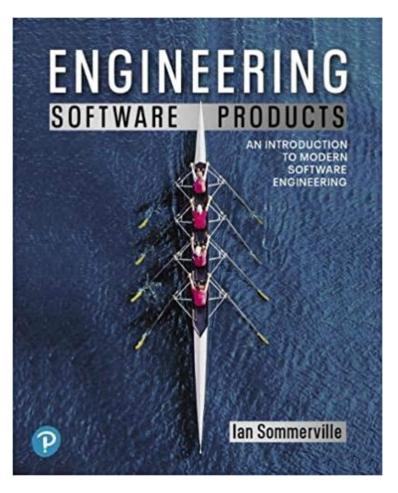
#### References

- Ian Sommerville (2015), Software Engineering, 10th Edition, Pearson.
- Titus Winters, Tom Manshreck, and Hyrum Wright (2020), Software Engineering at Google: Lessons Learned from Programming Over Time, O'Reilly Media.
- Project Management Institute (2017), Agile Practice Guide, PMI
- Project Management Institute (2021),
   A Guide to the Project Management Body of Knowledge (PMBOK Guide) Seventh Edition and The Standard for Project Management, PMI
- Denis Rothman (2024),
   RAG-Driven Generative AI: Build custom retrieval augmented generation pipelines with LlamaIndex,
   Deep Lake, and Pinecone, Packt Publishing
- NVIDIA DLI (2025), Building RAG Agents with LLMs, <a href="https://learn.nvidia.com/courses/course-detail?course\_id=course-v1:DLI+S-FX-15+V1">https://learn.nvidia.com/courses/course-detail?course\_id=course-v1:DLI+S-FX-15+V1</a>
- NVIDIA DLI (2025), Generative AI with Diffusion Models, <a href="https://learn.nvidia.com/courses/course-detail?course\_id=course-v1:DLI+S-FX-14+V1">https://learn.nvidia.com/courses/course-detail?course\_id=course-v1:DLI+S-FX-14+V1</a>

#### Ian Sommerville (2019),

#### **Engineering Software Products:**

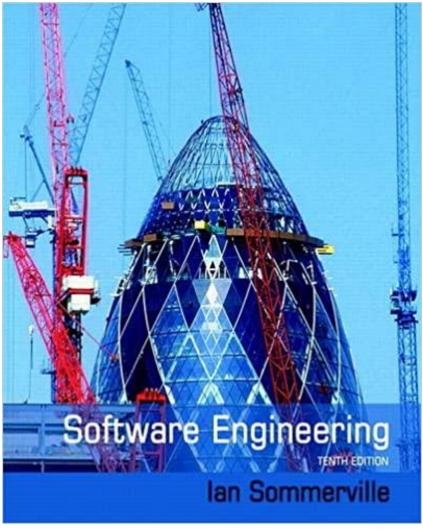
An Introduction to Modern Software Engineering, Pearson.



#### Ian Sommerville (2015),

#### **Software Engineering,**

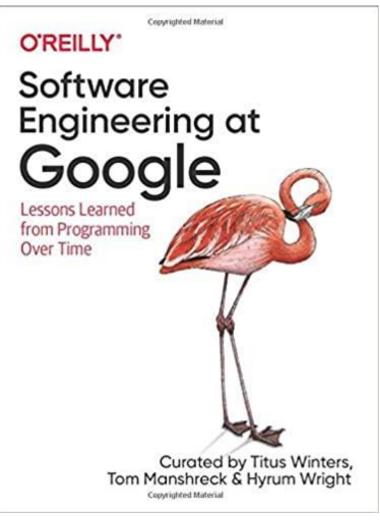
10<sup>th</sup> Edition, Pearson.



Titus Winters, Tom Manshreck, and Hyrum Wright (2020),

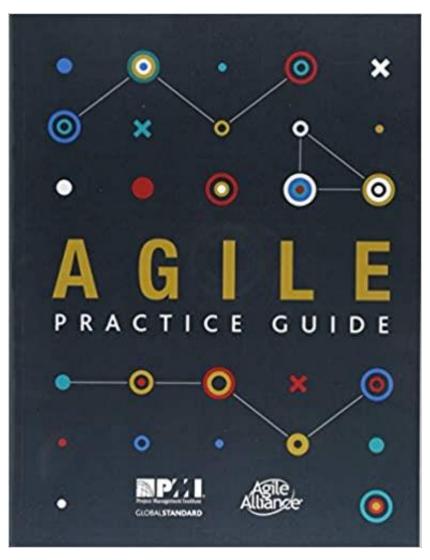
#### **Software Engineering at Google:**

Lessons Learned from Programming Over Time, O'Reilly Media.



#### Project Management Institute (2017),

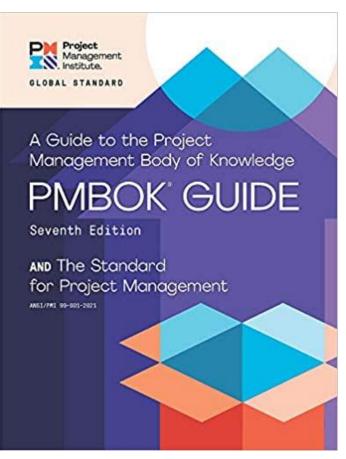
# Agile Practice Guide



#### Project Management Institute (2021),

# A Guide to the Project Management Body of Knowledge (PMBOK Guide) –

**Seventh Edition and The Standard for Project Management** 

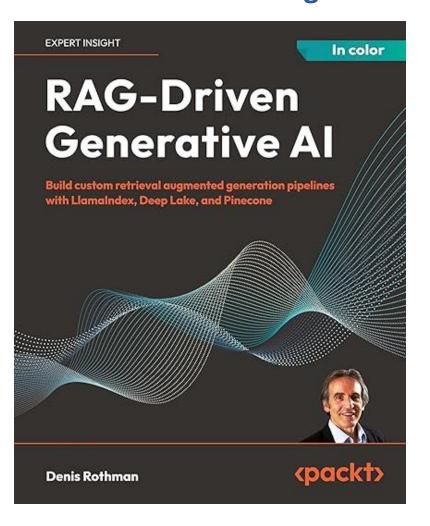


#### Denis Rothman (2024),

#### **RAG-Driven Generative Al:**

Build custom retrieval augmented generation pipelines with LlamaIndex, Deep Lake, and Pinecone,

Packt Publishing







# **NVIDIA Developer Program**

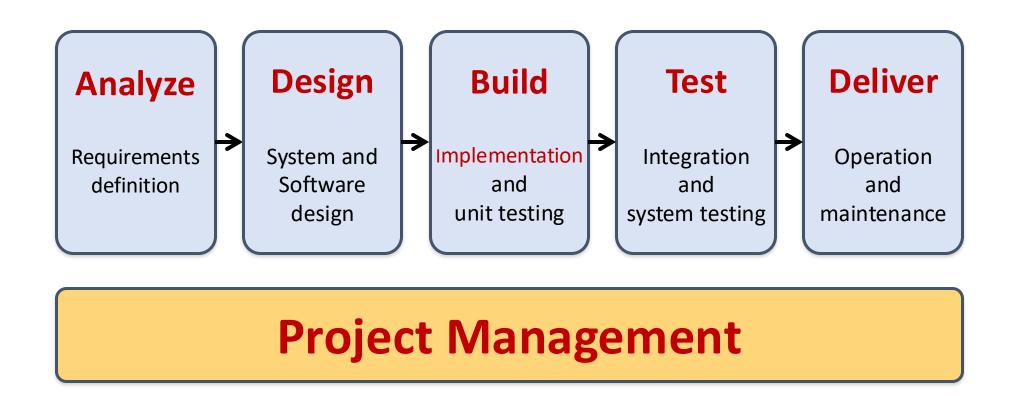
https://developer.nvidia.com/join-nvidia-developer-program

# NVIDIA Deep Learning Institute (DLI)

https://learn.nvidia.com/

# Software Engineering

# Software Engineering and Project Management



# **Information Management**

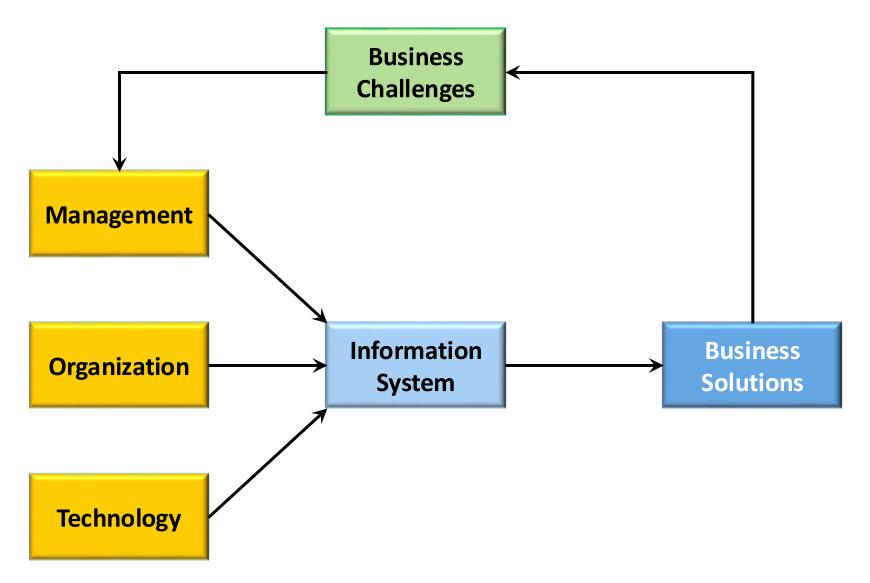
Management
Information Systems (MIS)

**Information Systems** 

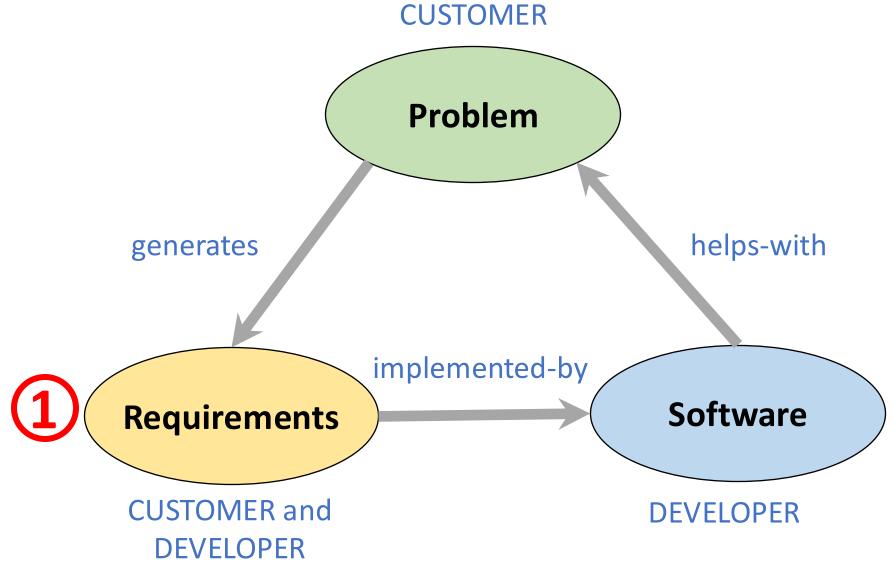
# Information Management (MIS) Information Systems



# **Fundamental MIS Concepts**



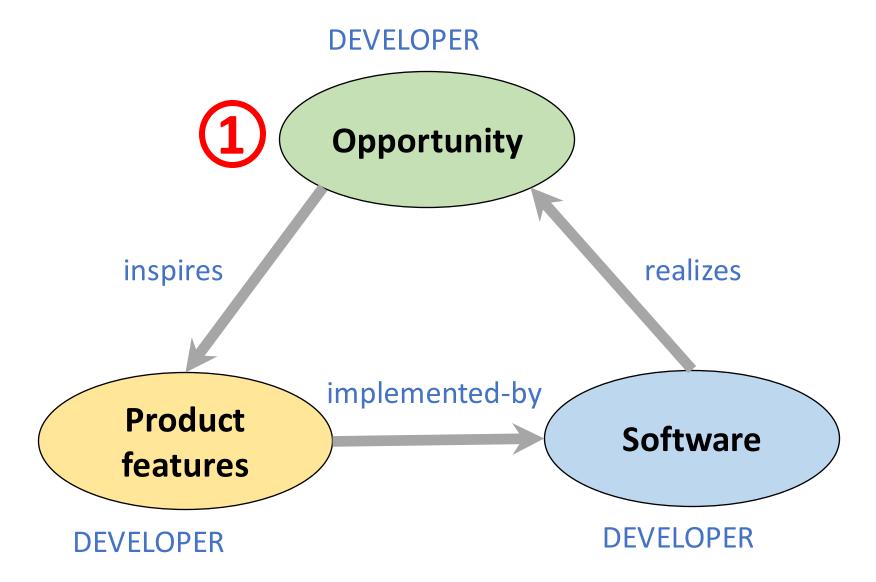
### **Project-based software engineering**



### **Project-based software engineering**

- The starting point for the software development is a set of 'software requirements' that are owned by an external client and which set out what they want a software system to do to support their business processes.
- The software is developed by a software company (the contractor) who design and implement a system that delivers functionality to meet the requirements.
- The customer may change the requirements at any time in response to business changes (they usually do). The contractor must change the software to reflect these requirements changes.
- Custom software usually has a long-lifetime (10 years or more) and it must be supported over that lifetime.

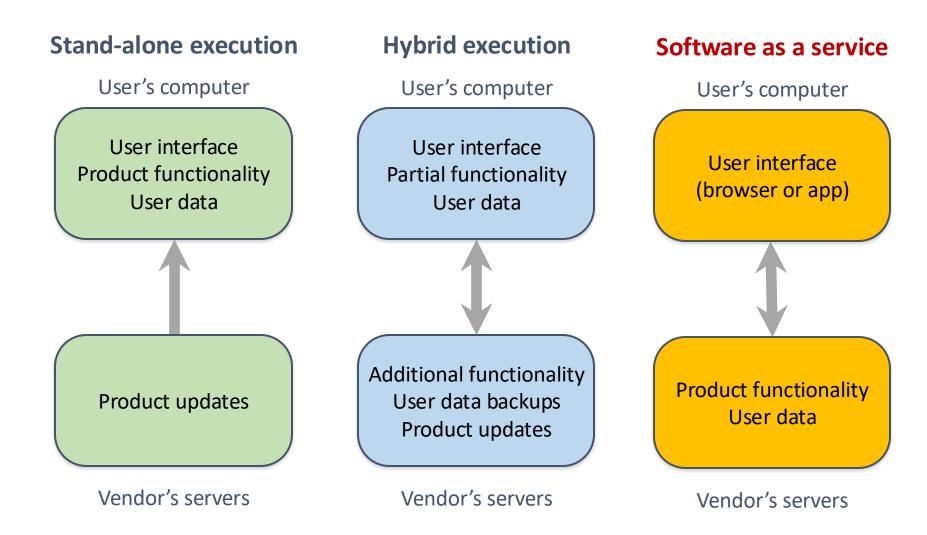
### **Product software engineering**



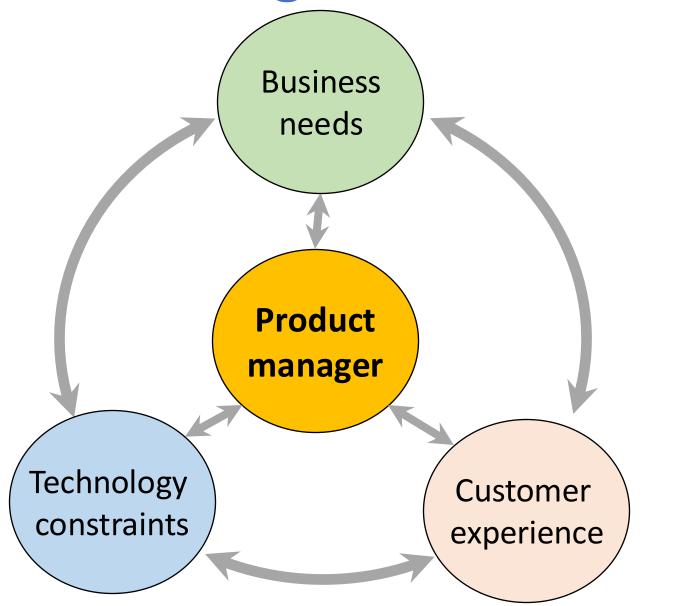
### **Product software engineering**

- The starting point for product development is a business opportunity that is identified by individuals or a company.
  - They develop a software product to take advantage of this opportunity and sell this to customers.
- The company who identified the opportunity design and implement a set of software features that realize the opportunity and that will be useful to customers.
- The software development company are responsible for deciding on the development timescale, what features to include and when the product should change.
- Rapid delivery of software products is essential to capture the market for that type of product.

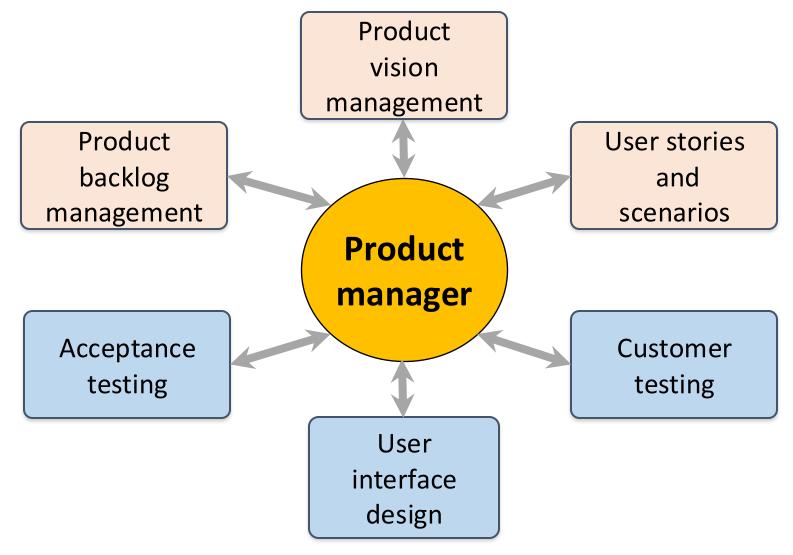
#### Software execution models



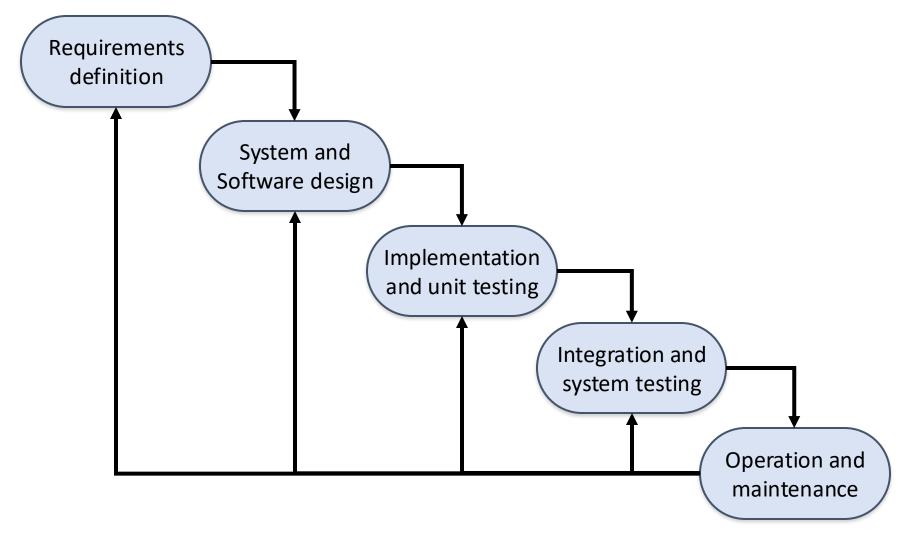
## **Product management concerns**



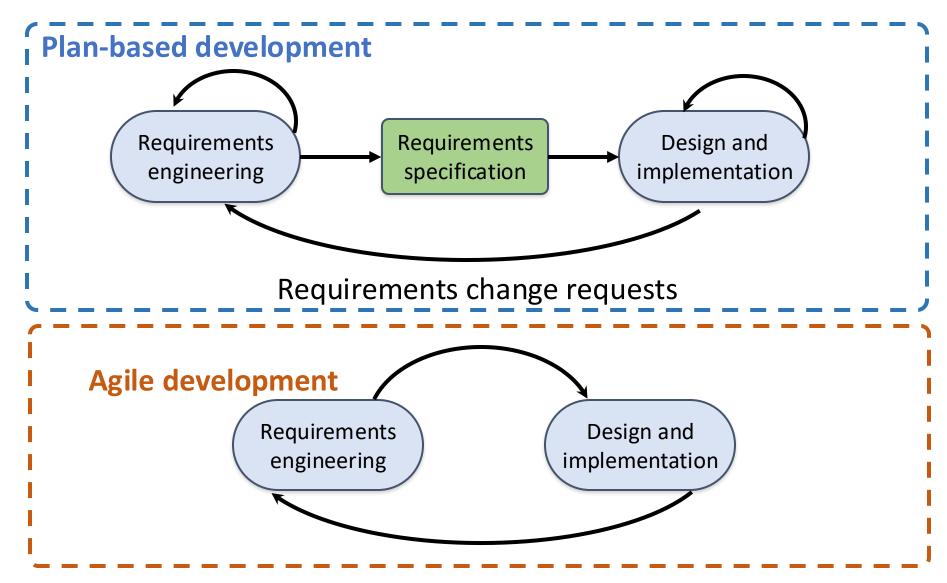
# Technical interactions of product managers



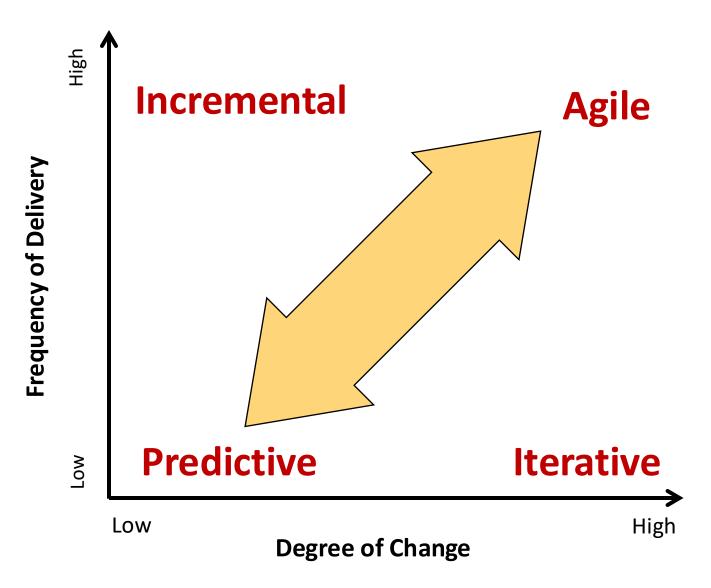
# Software Development Life Cycle (SDLC) The waterfall model



## Plan-based and Agile development



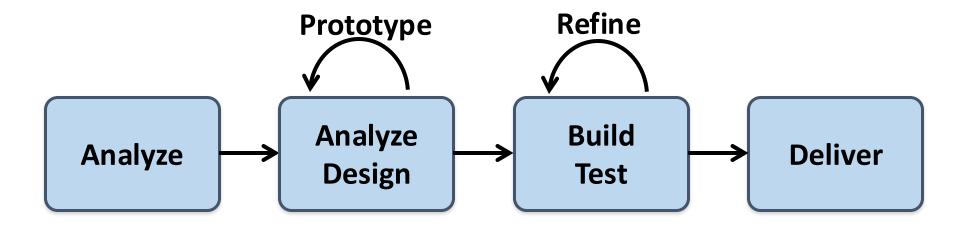
## The Continuum of Life Cycles



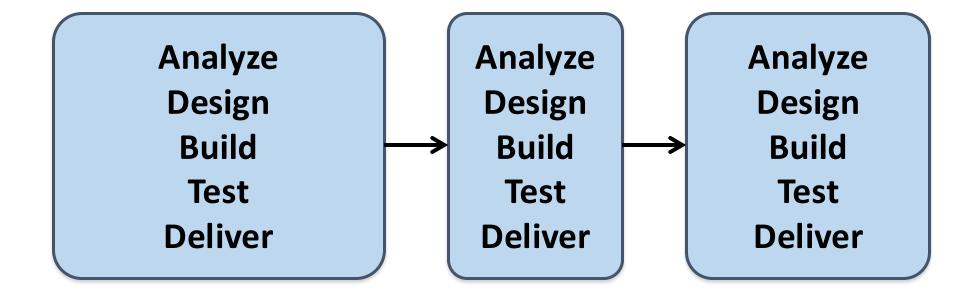
## **Predictive Life Cycle**



## **Iterative Life Cycle**



## A Life Cycle of Varying-Sized Increments



## **Iteration-Based and Flow-Based Agile Life Cycles**

### **Iteration-Based Agile**

**Analysis** Design Build Test

Requirements | Requirements | **Analysis** Design Build Test

**Analysis** Design Build Test

Requirements Requirements **Analysis** Design Build Test

Repeat as needed Requirements **Analysis** Design Build Test

Requirements **Analysis** Design Build Test

### **Flow-Based Agile**

Requirements **Analysis** Design Build Test the number of features in the WIP limit

Requirements **Analysis** Design Build Test the number of features in the WIP limit

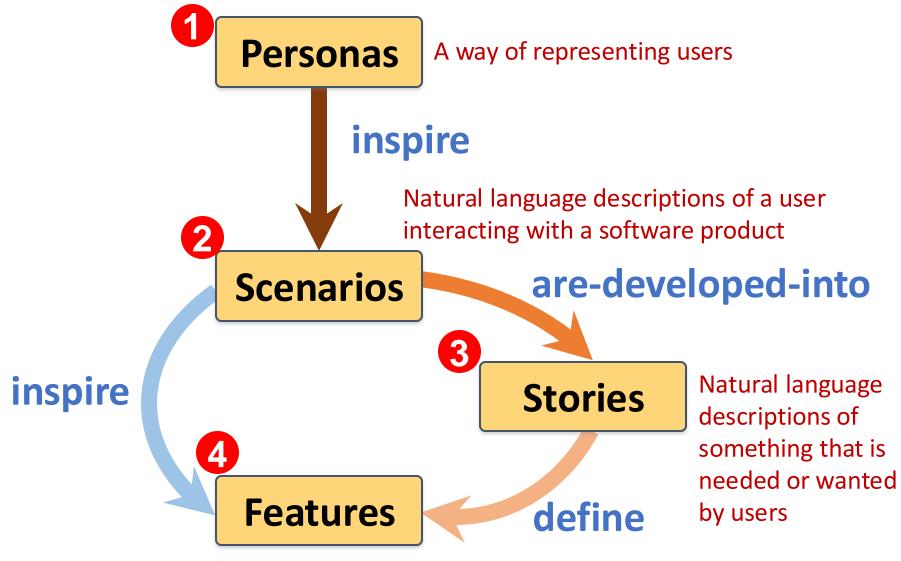
Requirements **Analysis** Design Build Test the number of features in the WIP limit

Repeat as needed

Requirements **Analysis** Design Build Test the number of features in the WIP limit

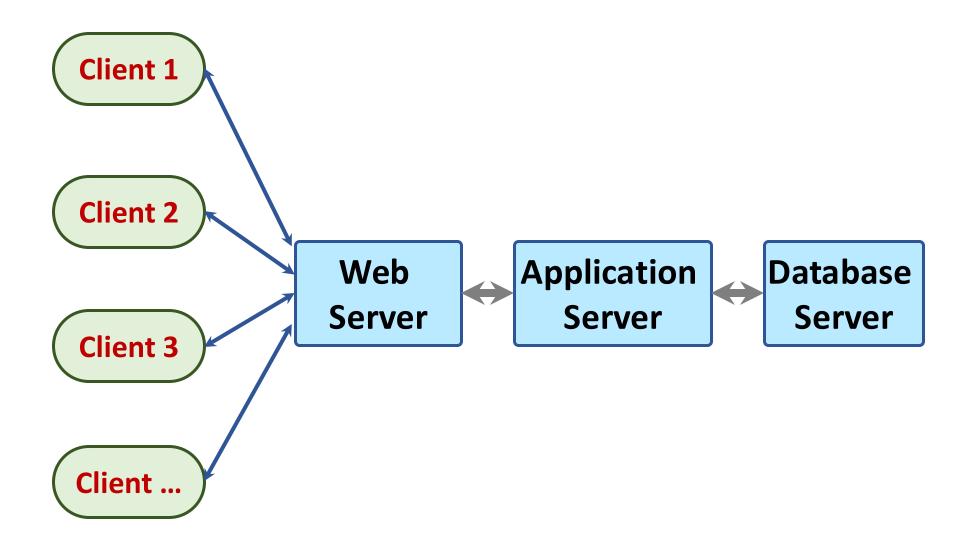
Requirements **Analysis** Design Build Test the number of features in the WIP limit

## From personas to features

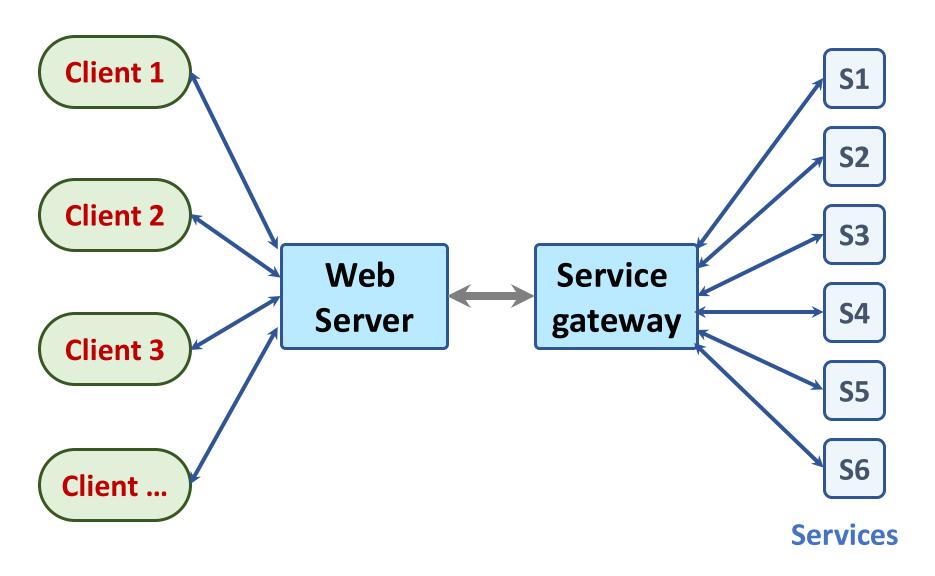


Fragments of product functionality

### Multi-tier client-server architecture



### **Service-oriented Architecture**



### VM

### Container

**Virtual Virtual** mail server web server Server Server software software Guest Guest OS OS **Hypervisor Host OS Server Hardware** 

User 2 User 1 **Container 1 Container 2 Application Application** software software Server Server software software **Container manager Host OS Server Hardware** 

## **Everything as a service**

Photo editing

Software as a service (SaaS)

Logistics management

Cloud management Monitoring

Platform as a service (PaaS)

Database Software development

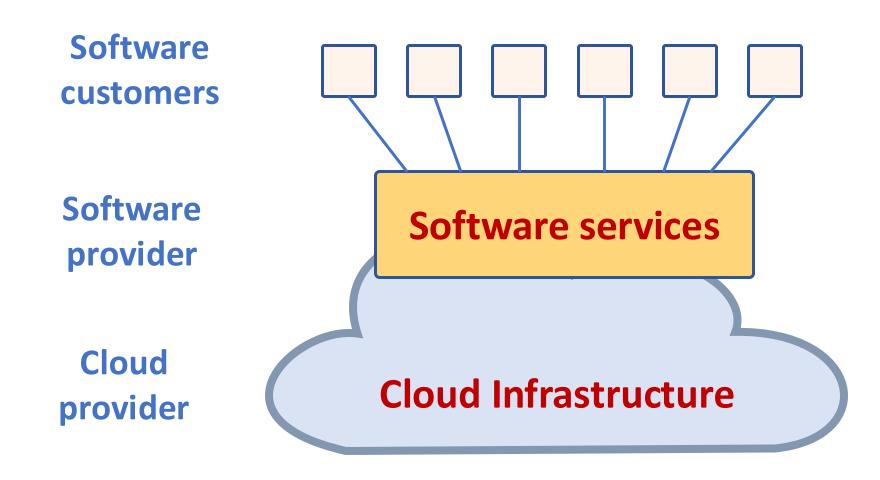
Storage Network

Infrastructure as a service (laaS)

**Computing Virtualization** 

**Cloud data center** 

## Software as a service



# Microservices architecture – key design questions

What are the microservices that make up the system?

How should data be distributed and shared?

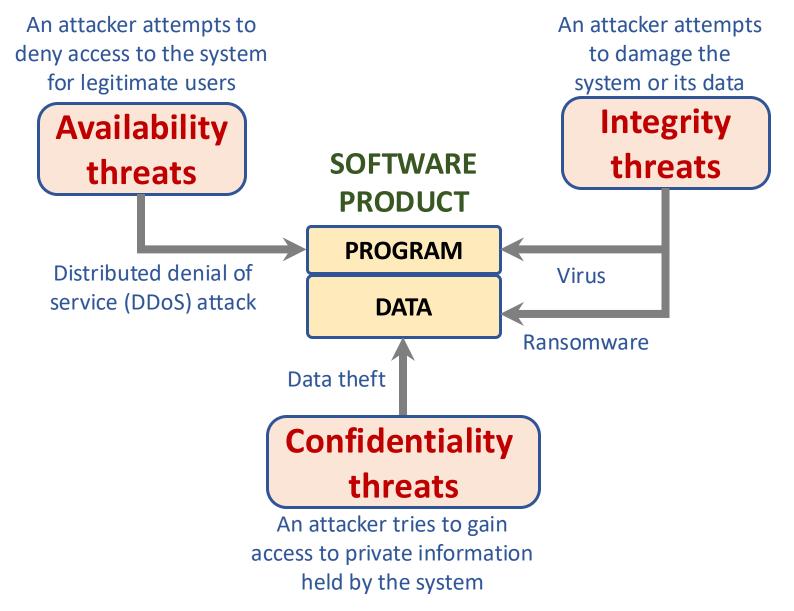
Microservices architecture design

How should microservices communicate with each other?

How should the microservices in the system be coordinated?

How should service failure be detected, reported and managed?

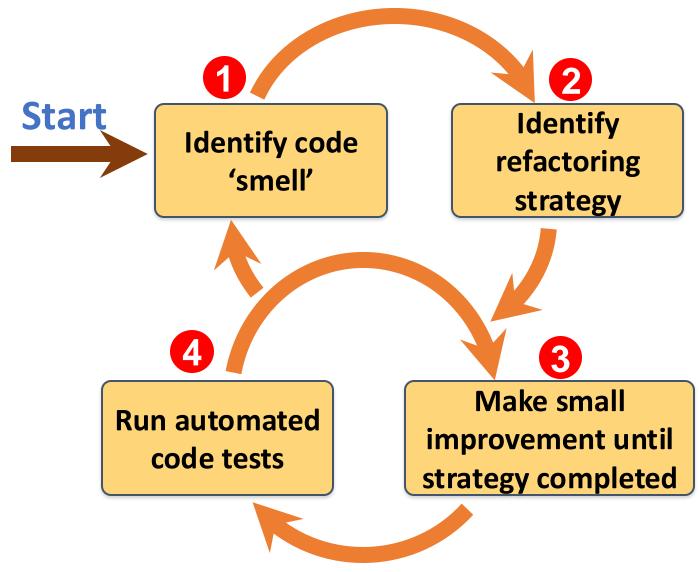
## Types of security threat



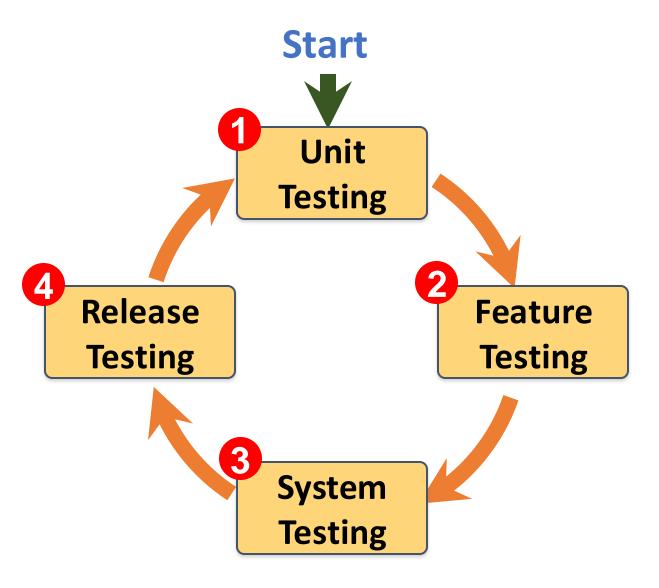
## Software product quality attributes



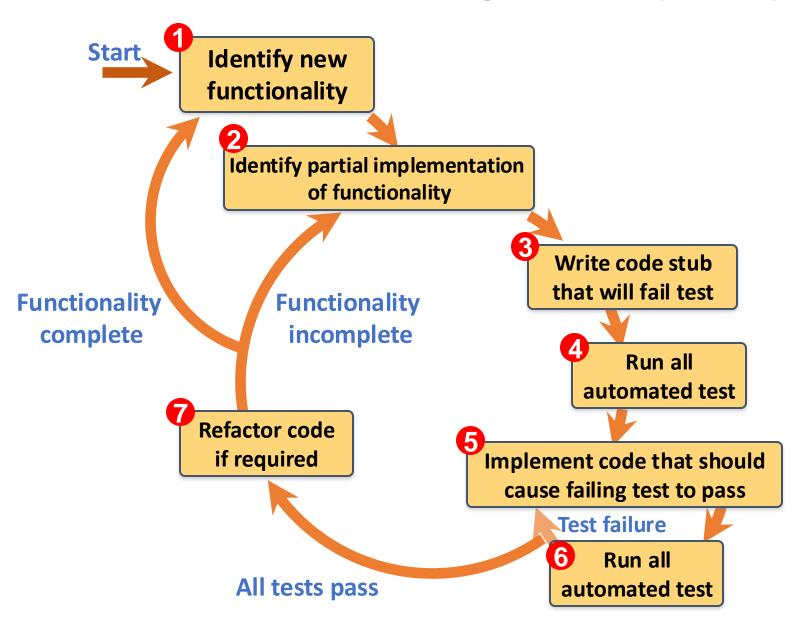
## A refactoring process



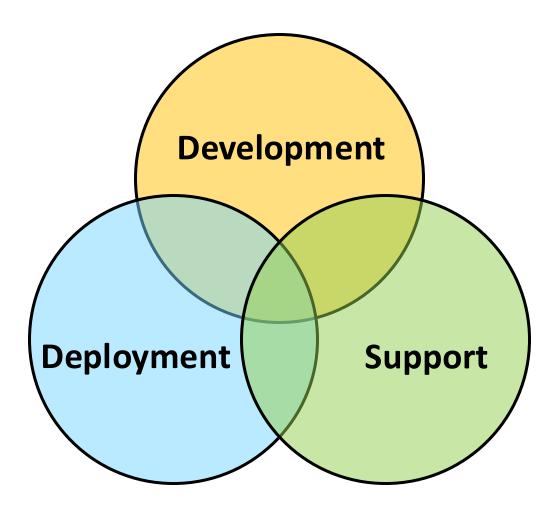
## **Functional testing**



## Test-driven development (TDD)



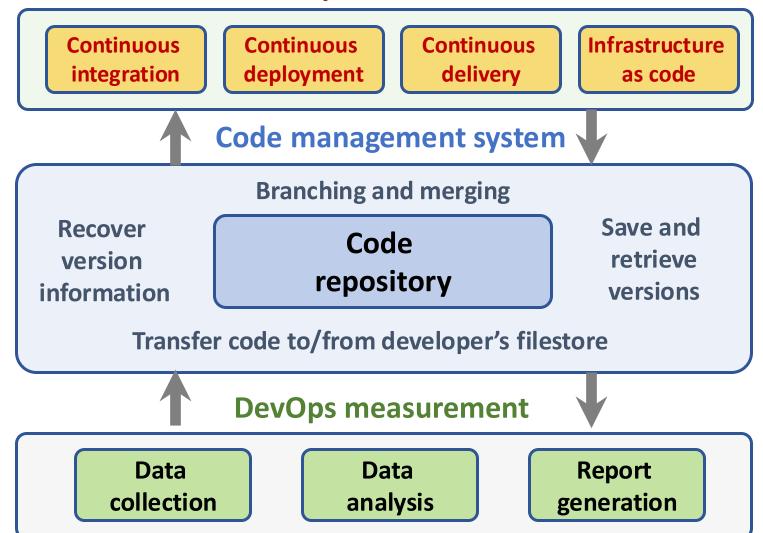
## **DevOps**



## Multi-skilled DevOps team

## Code management and DevOps

### **DevOps automation**



# Marketing

# Marketing "Meeting needs profitably"

## Marketing

"Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

# Marketing Management

## Marketing Management

"Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value."

## **Marketing Management**

**Understanding Marketing Management Capturing Marketing Insights Connecting with Customers Building Strong Brands Creating Value Delivering Value** 6 **Communicating Value Conducting Marketing Responsibly for Long-term Success** 

# Agentic Al for Agile Al Software Engineering





## **NVIDIA Developer Program**

https://developer.nvidia.com/join-nvidia-developer-program

# NVIDIA Deep Learning Institute (DLI)

https://learn.nvidia.com/

## Join the **NVIDIA** Developer Program

take one of the complimentary technical selfpaced courses (worth up to \$90) 8 hours

### **Getting Started With Deep** Learning

Explore the fundamentals of deep learning by training neural networks and using results to improve performance and capabilities.

2 hours

### Modeling Time-Series Data With Recurrent Neural **Networks in Keras**

Explore how to classify and forecast time-series data using recurrent neural networks (RNNs), such as modeling a patient's health over time.

4 hours

### Deploying a Model for Inference at Production Scale

Learn how to deploy your own machine learning models on a GPU server.

8 hours

#### **Building Real-Time Video Al Applications**

Gain the knowledge and skills needed to enable the real-time transformation of raw video data from widely deployed camera sensors into deep learningbased insights.

2 hours

#### Introduction to Graph Neural Networks

Learn the basic concepts, models, and applications of graph neural networks.

4 hours

#### Introduction to Physics-Informed Machine Learning With Modulus

Learn the various building blocks of NVIDIA Modulus, which turbocharges use cases by building physics-based deep learning models that are 100,000X faster than traditional methods and offers high-fidelity simulation results.

2 hours

### **Get Started With Highly Accurate Custom ASR for** Speech Al

Learn to build, train, fine-tune, and deploy a GPUaccelerated automatic speech recognition (ASR) service with NVIDIA® Riva that includes customized features.

2 hours

#### Integrating Sensors With **NVIDIA DRIVE**

Find out how to integrate automotive sensors into your applications using NVIDIA DRIVE®.

https://developer.nvidia.com/join-nvidia-developer-program



## **NVIDIA Deep Learning Institute (DLI)**

Self-Paced Course

**Generative AI Explained** 

Free 2 hours

Self-Paced Course

**Getting Started With Deep Learning** 

Certificate available \$90 8 hours Instructor-Led Workshop

**Fundamentals of Deep Learning** 

Certificate available \$500 8 hours Self-Paced Course

Introduction to Transformer-Based Natural Language Processing

Certificate available \$30

6 hours

Self-Paced Course

**Building RAG Agents With LLMs** 

Certificate available Free 8 hours Instructor-Led Workshop

**Building RAG Agents With LLMs** 

Certificate available \$500 8 hours Self-Paced Course

**Generative AI with Diffusion Models** 

Certificate available \$90 8 hours Instructor-Led Workshop

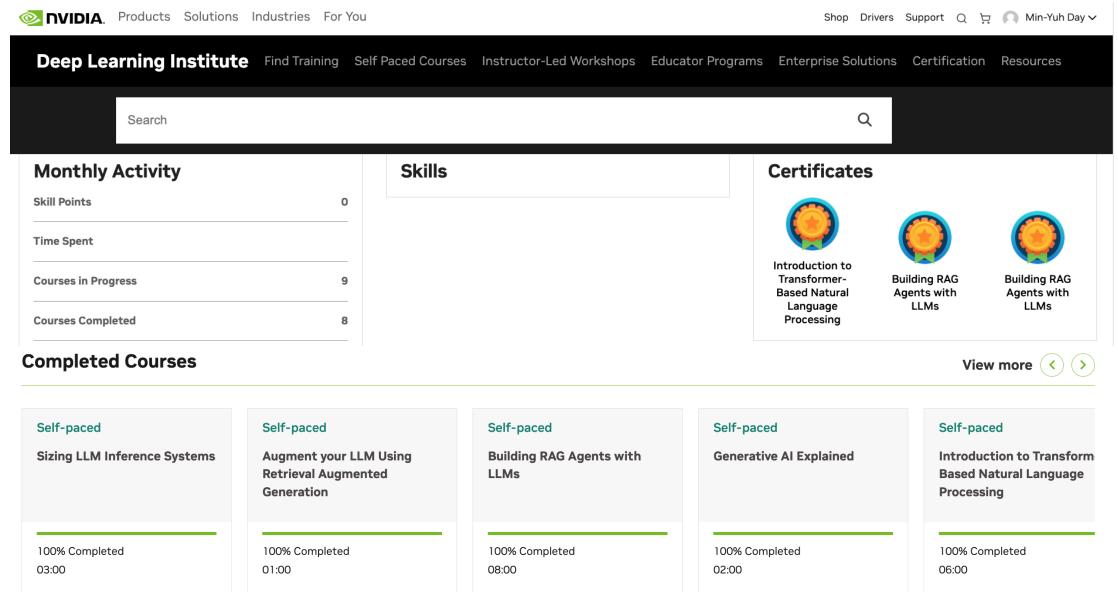
**Generative AI with Diffusion Models** 

Certificate available \$500

8 hours



## Deep Learning Institute (DLI)





### **Certificate of Completion**

This certificate is awarded to

## Min-Yuh Day

for successfully completing

**Building RAG Agents with LLMs** 

**Greg Estes** 

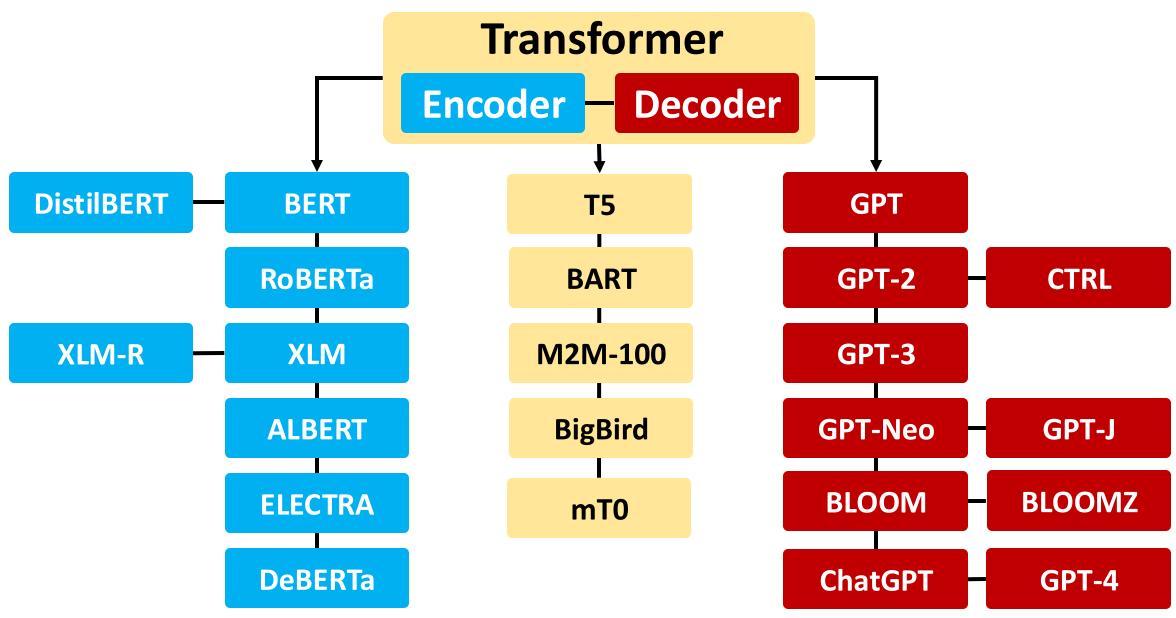
Vice President, NVIDIA

Issue Date: : December 8, 2024

Certification ID: ed-qOCIMQaatzU8SNUNxgw |

# Generative Al Text, Image, Video, Audio **Applications**

### **Transformer Models**



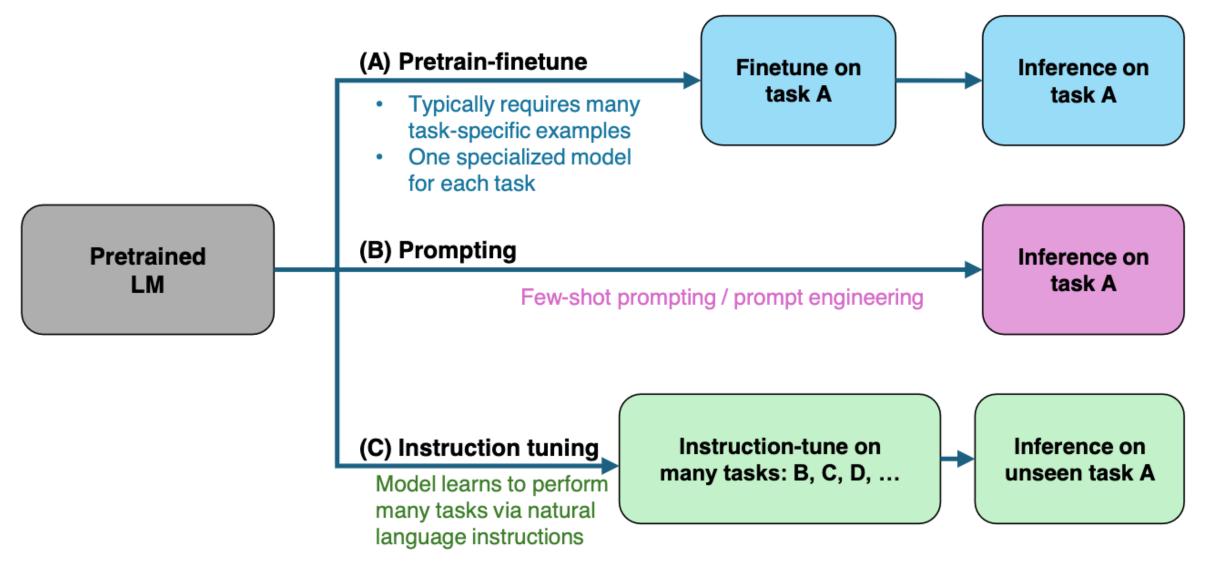
## Four Paradigms in NLP (LM)



Paradigm	Engineering	Task Relation
a. Fully Supervised Learning (Non-Neural Network)	Feature (e.g. word identity, part-of-speech, sentence length)	CLS TAG  LM  GEN
b. Fully Supervised Learning (Neural Network)	Architecture (e.g. convolutional, recurrent, self-attentional)	CLS TAG LM GEN
Transfer Learning: Pre-training, Fine-Tuning (FT)  Objective		CLS
c. Pre-train, Fine-tune	(e.g. masked language modeling, next sentence prediction)	LM GÉN
GAI: Pre-train, Prompt, and Predict (Prompting)		CLSTAG
d. Pre-train, Prompt, Predict	Prompt (e.g. cloze, prefix)	LM

## Large Language Models (LLM) Three typical learning paradigms





### **Popular Generative Al**

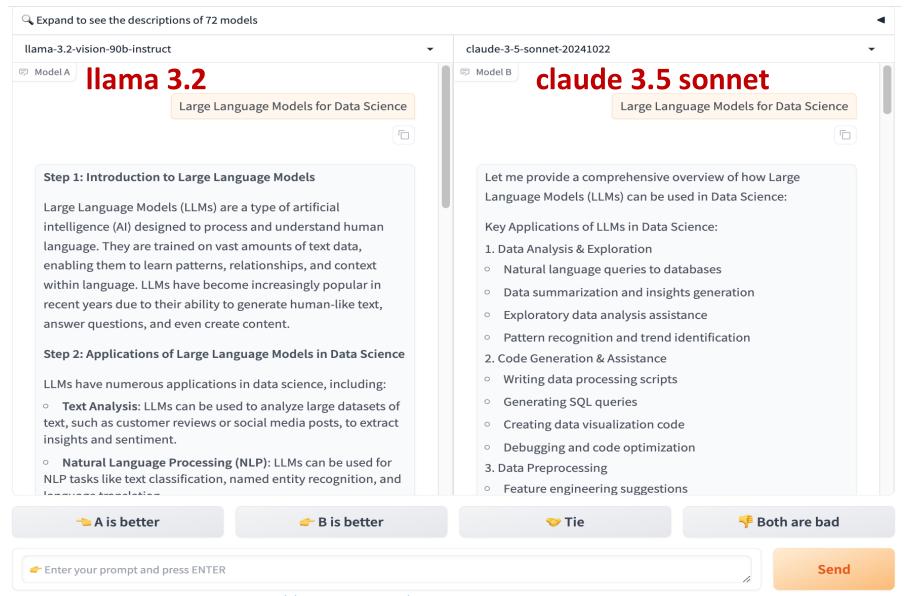


- OpenAI ChatGPT (GPT-o1, GPT-4o, GPT-4)
- Claude.ai (Claude 3.5)
- Google Gemini
- Meta Llama 3.3, Llama 3.2 Vision
- Mixtral Pixtral (mistral.ai)
- DeepSeek
- Chat.LMSys.org (Imarena.ai)
- Perplexity.ai (Perplexity Deep Research)
- Stable Diffusion
- Video: D-ID, Synthesia
- Audio: Speechify

#### **Large Language Models for Data Science**

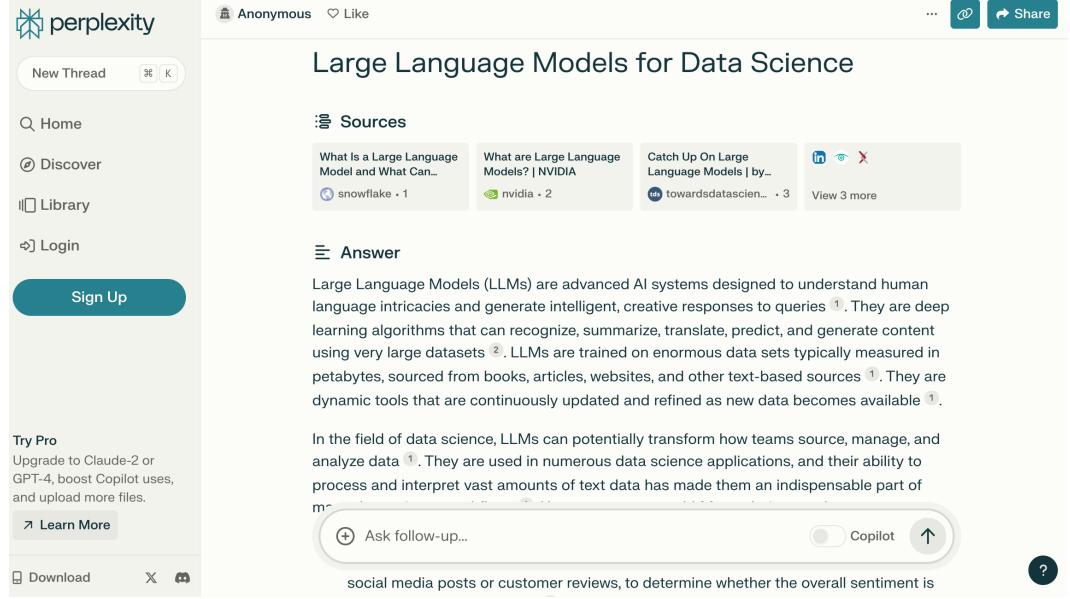


Chat with Open Large Language **Models:** Chatbot **Arena** 



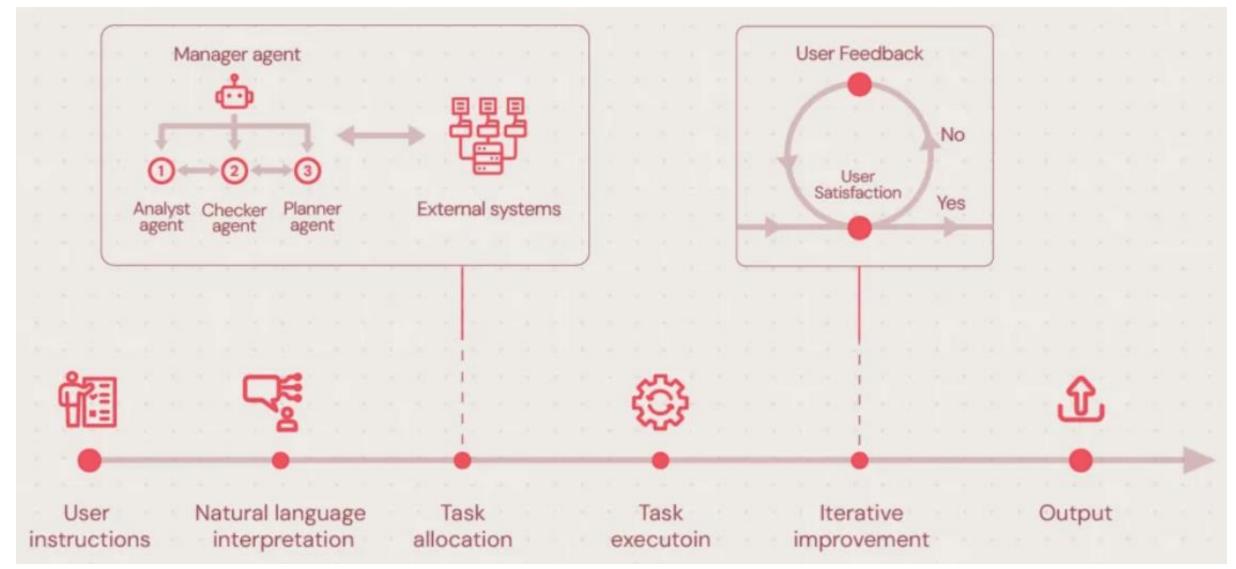
# Perplexity.ai





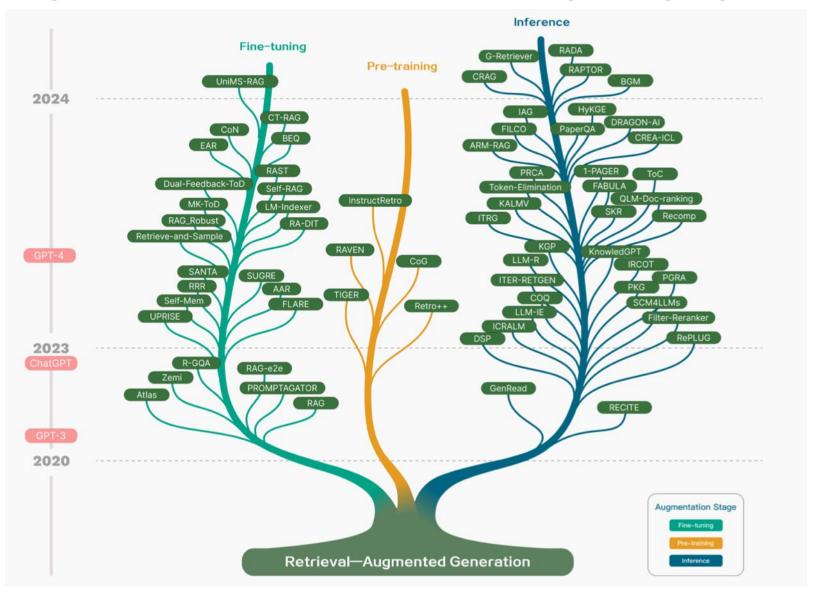
# Agentic Al Systems RAG Agents with LLM Dialogue Systems

# **Agentic Al Systems**

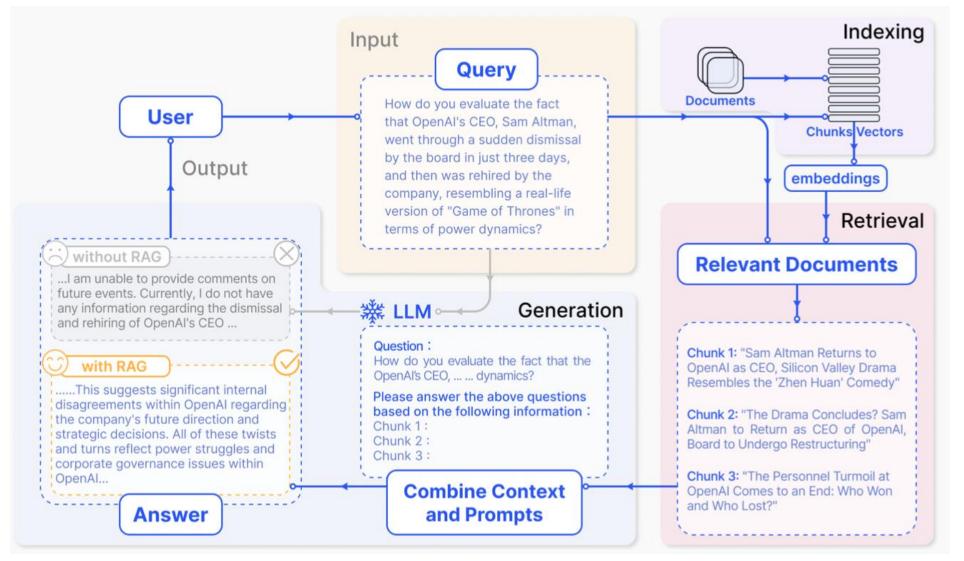


#### **Technology Tree of RAG Research**

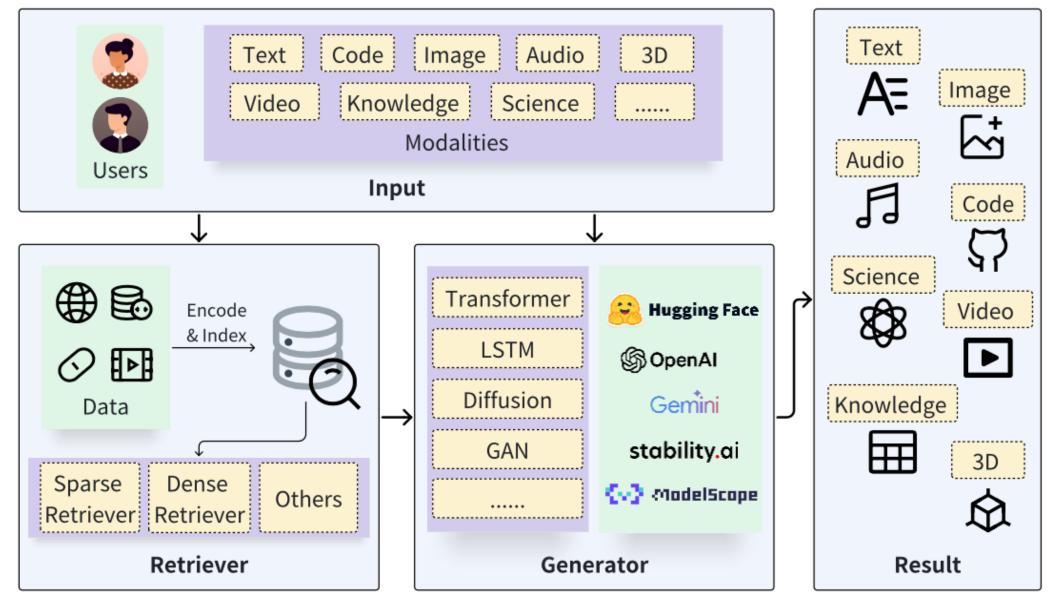
Retrieval-Augmented Generation (RAG) for Large Language Models (LLMs)



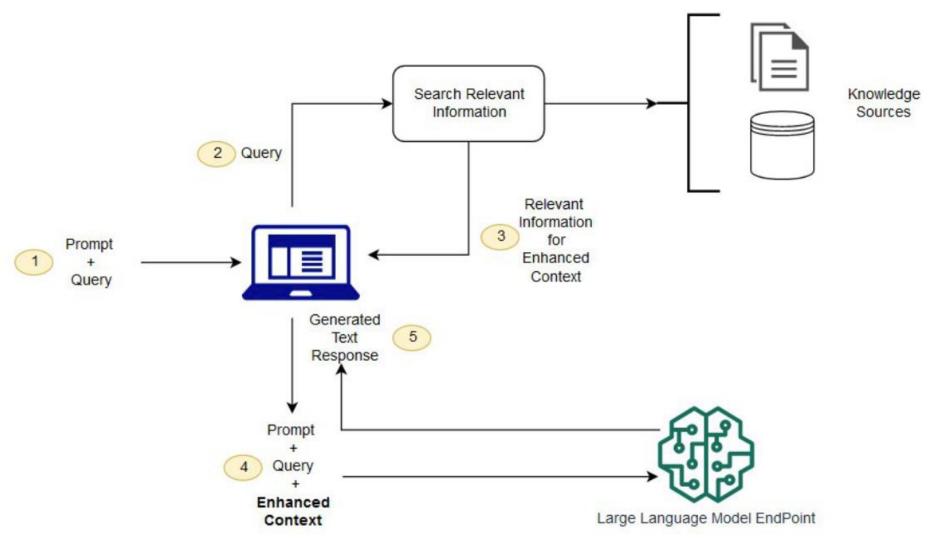
# Retrieval-Augmented Generation (RAG) for Large Language Models (LLMs)



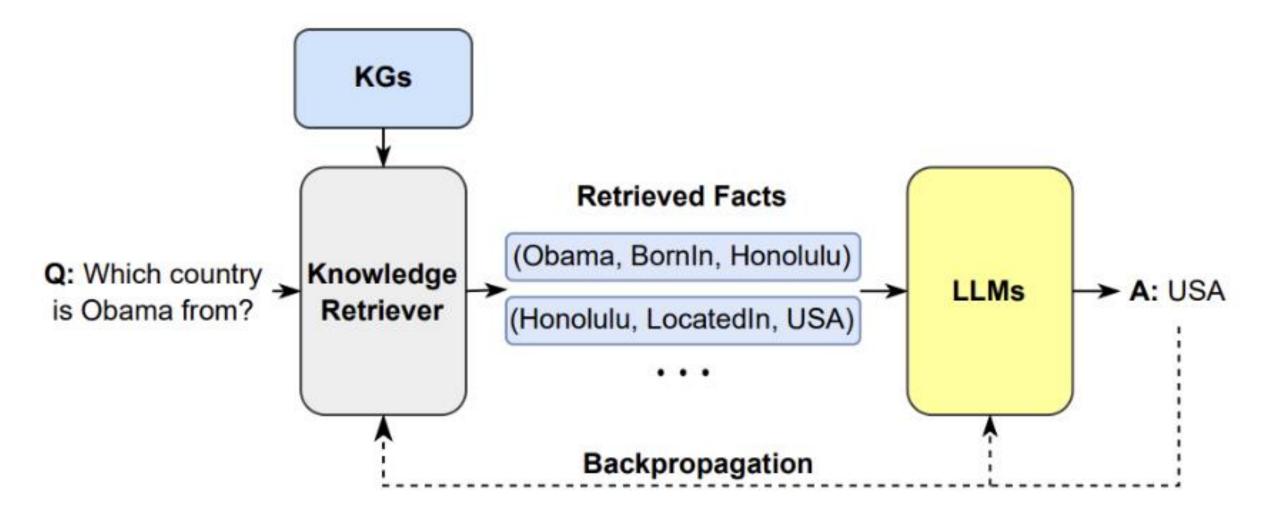
### Retrieval-Augmented Generation (RAG) Architecture



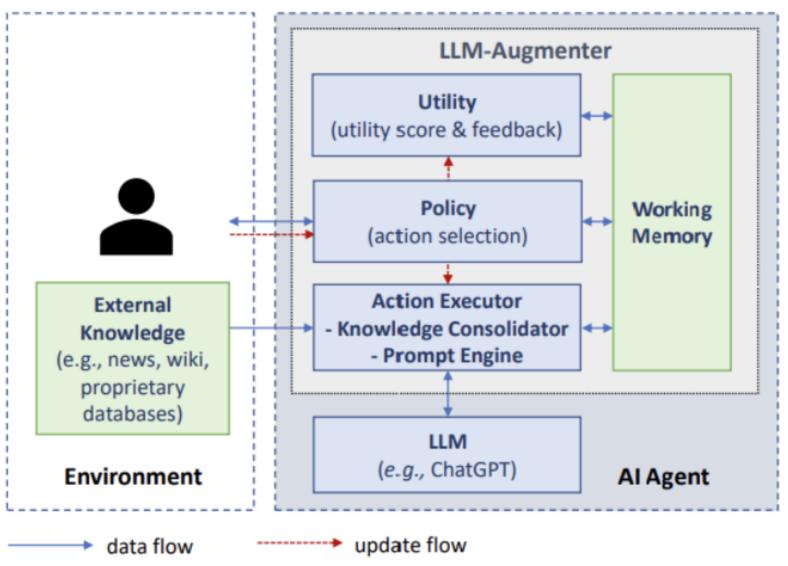
# Synthesizing RAG with LLMs for Question Answering Application



### Synthesizing the KG as a Retriever with LLMs



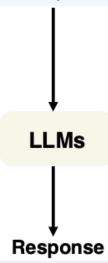
# A LLM-based Agent for Conversational Information Seeking



# Direct LLM, RAG, and GraphRAG

#### Query

How did the artistic movements of the 19th century impact the development of modern art in the 20th century?

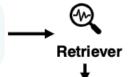


The artistic movements of the 19th century influenced modern art in the 20th century by encouraging experimentation with color, form, and subject matter. These movements paved the way for abstraction, expressionism, and other innovative.

#### Query

How did the artistic movements of the 19th century impact the development of modern art in the 20th century?

**LLMs** 



1. Impressionist artists like
Claude Monet introduced new
techniques that revolutionized
the depiction of light and color.
2. The Impressionist techniques

- 2. The Impressionist techniques influenced later art movements.
- 3. Pablo Picasso pioneered Cubism, which radically transformed the approach to visual representation.
- 4. Cubism emerged in the early 20th century and challenged traditional perspectives on art.



#### Response

Impressionist artists like Claude Monet in the 19th century introduced new techniques that influence later art movements. Pablo Picasso pioneered Cubism relativity in the early 20th century.

#### Query

**LLMs** 

How did the artistic movements of the 19th century impact the development of modern art in the 20th century?



(new techniques)
- (new techniques) [revolutionized] → (depiction of

light and color)
- (Impressionist techniques) [influenced] → (later art
movements)

- (Claude Monet) - [introduced] →

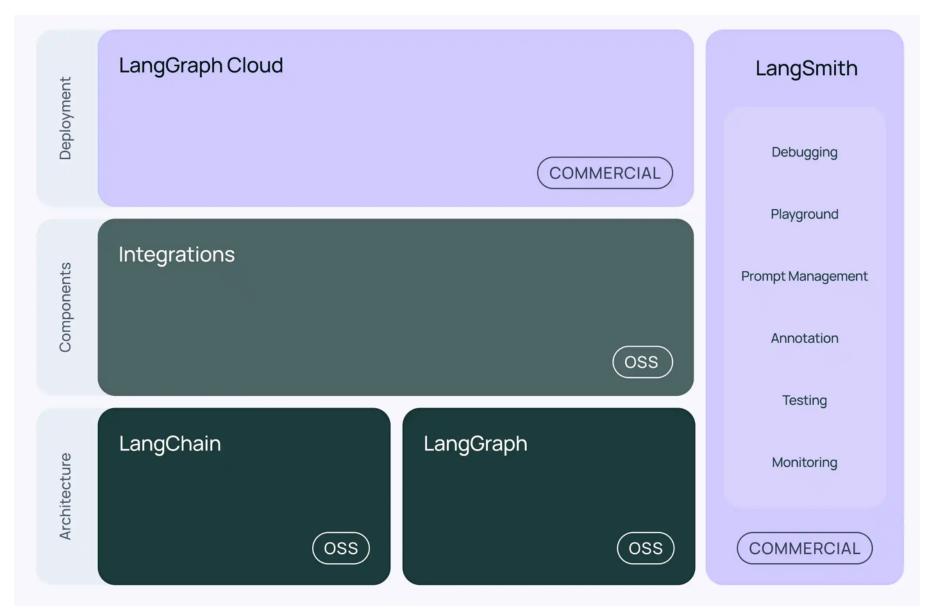
- (Pablo Picasso) [pioneered] → (Cubism)
- (Cubism) [emerged in] → (early 20th century)



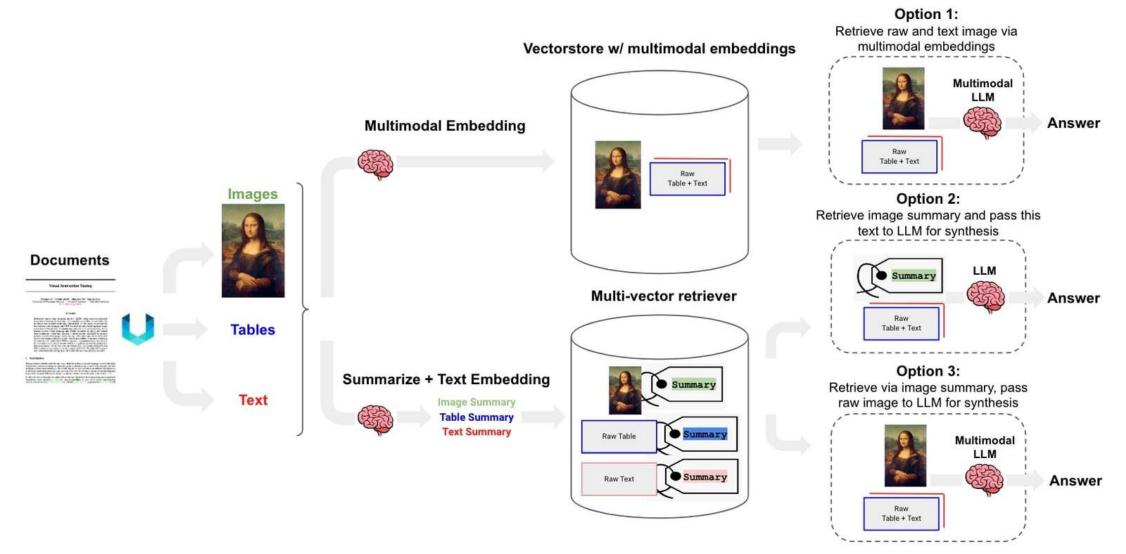
#### Response

Monet introduced new techniques that revolutionized the depiction of light and color. His Impressionist techniques influenced later art movements, including Picasso's Cubism, which emerged in the early 20th century. This influence helped shape Picasso's innovative approach to fragmented perspectives.

### **LangChain Architecture**



# Multimodal LLM RAG Multi-Vector Retriever for RAG



# Evaluating RAG with Ragas Metrics ragas score

generation

faithfulness

how factually acurate is the generated answer

answer relevancy

how relevant is the generated answer to the question

retrieval

context precision

the signal to noise ratio of retrieved context

context recall

can it retrieve all the relevant information required to answer the question



## **Teaching**



- Generative Al Innovative Applications
  - Spring 2025
- Artificial Intelligence in Finance and Quantitative
  - Fall 2021, Fall 2022, Fall 2023, Spring 2025
- Software Engineering
  - Fall 2020, Fall, 2021, Spring 2022, Spring 2023, Spring 2024, Spring 2025
- Artificial Intelligence
  - Spring 2021, Fall 2022, Fall 2024
- Sustainability and ESG Data Analytics
  - Spring 2024, Fall 2024
- Big Data Analytics
  - Fall 2020, Spring 2023, Spring 2024
- Artificial Intelligence for Text Analytics
  - Spring 2022, Fall 2023
- Python for Accounting Applications
  - Fall 2023, Fall 2024
- Foundation of Business Cloud Computing
  - Spring 2021, Spring 2022, Spring 2023, Spring 2024

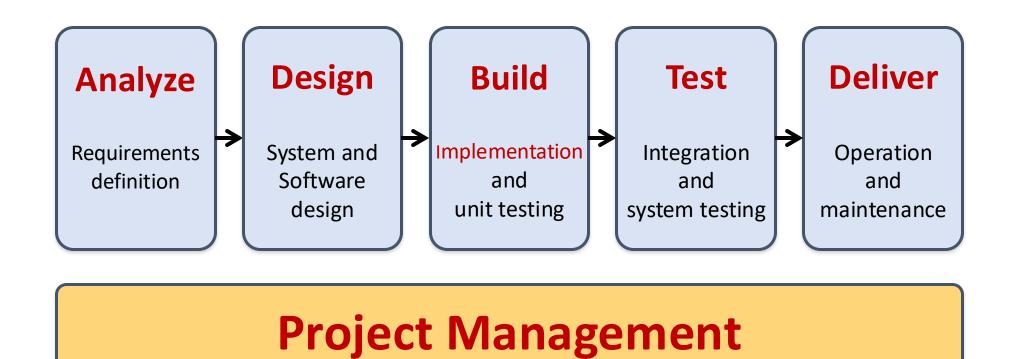


## **Research Projects**



- Digital Support, Unimpeded Communication: The Development, Support and Promotion of AI-assisted Communication Assistive Devices for Speech Impairment (2/3).
  - Multimodal Cross-lingual Task-Oriented Dialogue System for Inclusive Communication Support
  - NSTC 113-2425-H-305-002-, 3 Years (2023/05/01-2026/04/30) Year 1: 2024/05/01~2025/04/30
- 2. Research on speech processing, synthesis, recognition, and sentence construction of people with language disabilities. Multimodal Cross-lingual Task-Oriented Dialogue System
  - NTPU, 114-NTPU\_ORDA-F-004, 2023/01/01~2025/12/31
- 3. Development of a Deep Learning for Dental Implant Detection in Panoramic Radiographs,
  - USTP-NTPU-TMU-114-02, 2025/01/01~2025/12/31
- 4. Metaverse Al Multimodal Cross-Language Task-Oriented Dialogue System
  - ATEC Group, Fintech and Green Finance Center (FGFC, NTPU), NTPU-112A413E01, 2 Years (2023/05/01~2025/04/30)
- 5. Establishment and Implement of Smart Assistive Technology for Dementia Care and Its Socio-Economic Impacts (3/3). Intelligent, individualized and precise care with smart AT and system integration
  - NSTC, 113-2627-M-038-001-, 2024/08/01~2025/07/31

# Software Engineering and Project Management



### Summary



 This course introduces the fundamental concepts, research issues, and hands-on practices of software engineering.

#### Topics include:

- 1. Introduction to Software Engineering
- 2. Software Products and Project Management: Software product management and prototyping with Generative AI
- 3. Agile Software Engineering: Agile methods, Scrum, and Extreme Programming
- 4. Features, Scenarios, and Stories
- 5. Software Architecture: Architectural design, System decomposition, and Distribution architecture
- 6. Cloud-Based Software: Virtualization and containers, Everything as a service, Software as a service
- 7. Cloud Computing and Cloud Software Architecture
- 8. Microservices Architecture, RESTful services, Service deployment
- 9. Security and Privacy; Reliable Programming
- 10. Testing: Functional testing, Test automation, Test-driven development, and Code reviews
- 11. DevOps and Code Management: Code management and DevOps automation
- 12. Case Study on Software Engineering



# **Software Engineering**





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