

Apps Millionaire Programme

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BlackBerry OS

Embedded Linux

Access Linux Platform

Android

Metano Linux ME

bada

Openmoko

OPhone

MeeGo

Mobilinux

MotoMagx

Qt Extended

LiMo Platform

webOS

iPhone OS

Palm OS

Symbian platform

Windows Phone



Introduction

As more people are jumping onto the mobile bandwidth, mobile applications are becoming increasingly popular with the in-crowd. Since the introduction of Apple's iPhone, the smartphone market has taken off with an ever increasing number of users; there were approximately 173 million smartphone users in 2009, and this number has grown to more than 269 million in 2010. Simultaneously, app downloads have grown exponentially over the years – from about 2 million downloads in 2009 to more than 7 million downloads in 2010!

If you have yet to realise the potential for money-making opportunities in this ever expanding market, the time is now. The Apps Millionaire Programme is designed to provide you with the relevant skills and techniques to develop a complete understanding of mobile platforms, application design and development, as well as the opportunities in the mobile application market. The programme will also arm you with the right mindset to explore and develop ideas and create opportunities for business growth.

Benefits of this course

Upon completion of the course, students will understand the environment of app development, as well as identify opportunities to use mobile applications to further their businesses not only on a consumer level but also on an enterprise level. Students will also learn about the various stages of software development from conceptualization to implementation and testing. Finally, students will understand business issues as well as other important design and device aspects of application development.

The concepts and practices introduced in the course are universal and applicable to any platform, and serve as the foundation for any mobile application development.



Terms & Conditions

Registration Confirmation

Once registration is confirmed, a seat will be reserved for three (3) days during which payment must be made. ERC reserves the right to offer the reserved seat to other paying participants without prior notice if payment is not received within the stipulated time. Participants who register less than three (3) days before the course commencement date are to make their payment immediately.

Course Fees & Payment

Course fees are inclusive of all course materials. Discounted course fees (if any) are given at the discretion of ERC, and offered to participants based on the condition that participants complete the course enrolled. ERC reserves the right to withdraw or amend the discount given in the event that the participant fails to complete the course enrolled. ERC reserves the right to amend the discount(s) extended to any participant as and when it deems fit. All course fees are to be made in full 1 week prior to commencement of course. All cheques should be made payable to "Entrepreneur's Resource Centre Pte Ltd". An official receipt will be issued upon receipt of payment.

Course Outline

Day 1: INTRODUCTION

- Opportunities for Mobile Application Development @ the Consumer and Enterprise Level
- Emerging Trends & Opportunities in Mobile Application Development

Day 2: FUNDAMENTALS

- Understanding the Business Environment of Mobile Applications
- Mobile Communications Technologies, Applications Architecture, Design, and Development
- Overview of the Platform Options
- Development of Dynamic Content
- Device Platforms, Mobile OS and Runtime
- Development Tools (Emulators, Simulators, Device Anywhere, Developer Portals)
- Hands-on Application Development

Day 3: DEVELOPMENT STRATEGIES

- Identifying Opportunities for Business Development
- Development of Concepts & Ideas

Who should attend?

Entrepreneurs, Business Managers, Marketing Executives, Digital Marketers, Web and Mobile Developers, App Designers, QA and Project Managers in charge of mobile application development. Mobile development experience is recommended but not a requirement.

To Apply:

For registration or course information, please contact us at following:
tel: 6571 9581
email: enquiry@erc.com.sg.

You may also like to visit us at

ERCI@Bugis,
470 North Bridge Road,
#02-11 North Bridge Commercial Complex,
Singapore 188735.

Course Withdrawal / Refund Policy

All notices of course withdrawal should be made in writing to ERC. No refund will be issued if the notice of withdrawal is received after the class commencement date, or if the participant does not show up.

Cancellation and Postponement of Course Schedules

ERC reserves the rights to cancel/ postpone/ amend any course without penalty, due to insufficient participants or any unforeseen circumstances. In the event of cancellation or postponement of a class by ERC, participants will be notified through phone or email at least five (5) working days (where possible) in advance with an alternative schedule (if any). For emergency cases, less than twenty-four (24) hours notice will be given instead.

Entrepreneur's Resource Centre

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