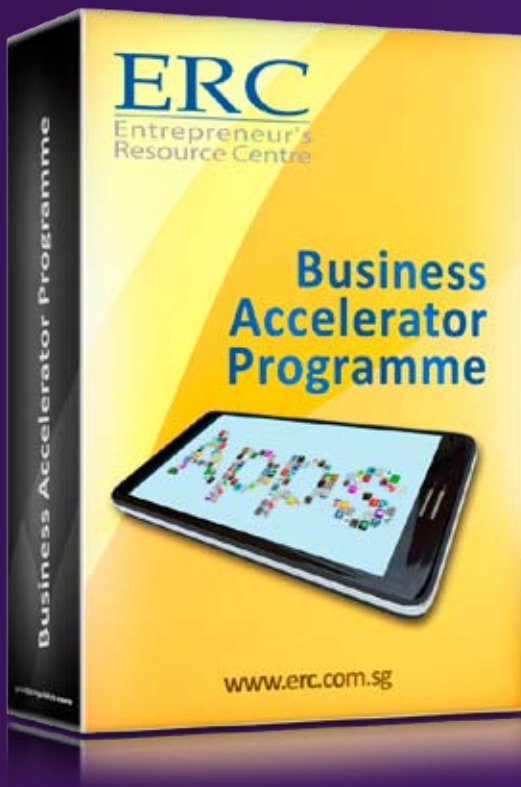




ERC

Entrepreneur's
Resource Centre



ERC specialises in practical training that helps business owners and aspiring entrepreneurs crystallize their business ideas into reality. After successfully incubating 31 companies, this unique approach ensures that our trainees learn from the best entrepreneurs in the industry and achieve results that few can only dream of.



Who Should Attend?

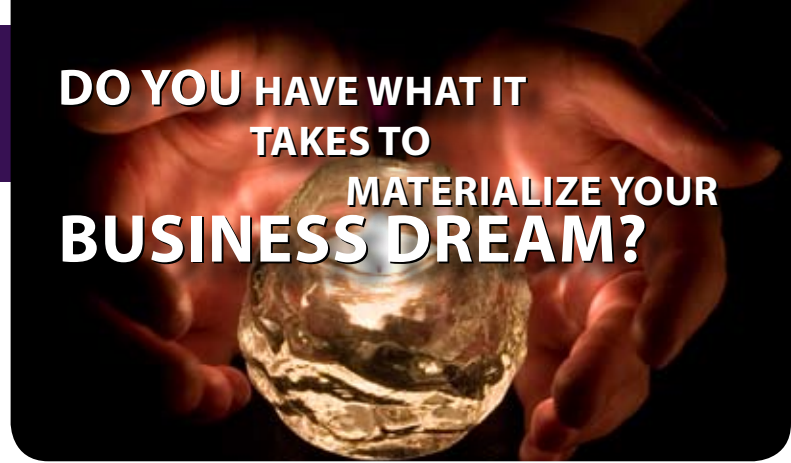
Entrepreneurs, Business Managers, Marketing Executives, Digital Marketers, Web & Mobile developers, Apps Designers, QA and Project Managers in charge of mobile application development.

Introduction

Since the introduction of Apple's iPhone, the Smartphone market has taken off with an ever increasing number from 65 million Smartphone users in 2010 to 95 million in 2011! With this, the doorway for apps have been opened with downloads amounting to more than 10 Billion downloads in 2011 and an estimation of 44 Billion Apps being downloaded by 2016! A portion of this program is designed to provide you with the relevant skills & techniques to develop a complete understanding of mobile platforms, application design & development and the opportunities in the mobile apps marketplace.

But why stop there? In 2010, the International Finance Corporation ranked Singapore as the easiest place in the world to start a business. In business, taking a calculated risk should always be the first approach to ensure its buoyancy. The techniques & strategies applied will have to be relevant in today's digital age where information is readily made available. With supportive government regulations & a stable environment to operate in, it provides room to grow for budding entrepreneurs!

Be mentored by devoted & knowledgeable mentors who understand both the aspects of building a sustainable & profitable business together with the opportunities available in the mobile apps market.



Benefits of this course

- Understand the Environment of Apps Development
- Identify opportunities to use mobile apps to further their business
- Learn the various stages of software development
- Understand the basics of establishing a business
- Strategies & techniques to run a profitable business
- Mentored by Industry experts & Entrepreneurs

Course Outline

Day 1: Mobile Apps as a million dollars business

- Examining opportunities for Mobile Applications Development for consumer and enterprise
- Emerging Trends in Mobile Applications Development

Day 2: Key fundamentals in Mobile Applications technical consideration and design scoping

- Introduction to Mobile Communication Technologies
- Understanding Mobile Apps operating systems
- Leveraging smart phones for dynamic contents developments
- Examining Location Based Services
- Importance of using the Accelerometer
- Emerging trends in Mobile Technologies affecting Mobile Apps
- Studying cross platform smart phone Apps development
- Testing of Mobile Apps for potential development issues
- Mobile Apps submission considerations
- Developing strategies for Mobile Apps

Day 3: Development & identifying Mobile Apps ideas, market segmentation and business plans

- Mobile Apps Ideas consideration
- Development of Apps concepts
- Apps Competitions considerations
- Mobile Apps business feasibilities and issues
- Marketing of Mobile Apps to consumer and enterprises
- Customer buying behaviour for Mobile Apps
- Business plans for Mobile Apps
- Presentation of business plans

Entrepreneur's Resource Centre Private Limited

343 River Valley Road, ERC Institute S238382 (ERCI@RV) | 470 North Bridge Road, North Bridge Commercial Complex, #02-11, S188735 (ERCI@Bugis)
Tel: 6571 9585 / 9581 Fax: +65 6571 9594 Email: corporate@erci.edu.sg

Copyright © 2011 ERC Pte Ltd (Marc/brochure/mapps2011/ver01/caa20110704)

The information contained in this document is correct at the time of printing. ERC Pte Ltd reserves the right to change the information without prior notice.