

mCommerce

Introduction to mCommerce

Course Objectives

This course is to introduce participants to the technologies, applications, services and new business models associated with mCommerce.

Duration: 1 Day

Prerequisites:

Understanding of basic eCommerce techniques and business models.

Who Would Benefit:

This course will be very useful to people working or planning to enter in the areas of mobile commerce and wireless. Graduate participants, industry professionals, application developers and business strategists may want to attend this course.

Course Content

- Wireless Communications – what's it all about?
- mCommerce Technology – A simple Guide
- The Mobile Communications Landscape

WML Fundamentals

Course Objectives

This course details how to do real work by using WAP, Wireless Markup Language (WML), WMLScript, and various toolkits that ease wireless application development. Overall, the course covers important, firm standards as WML and WMLScript. In addition to a technical overview of WAP

Duration: 3 Day

Prerequisites:

This course requires that participants meet the following prerequisites:

- Create forms and tables in HTML
- Write Web-scripting (JavaScript and VBScript)

Who Would Benefit:

This course will be very useful to people working or planning to enter in the areas of mobile commerce and wireless. Graduate students, industry professionals and application developers may want to attend this course.

Course Content

- Introduction to the Wireless Application Protocol (WAP)
- WML syntax
- WML features
- Decks and cards
- WML structure
- WML tags
- WML and user interaction
- Implementing dynamic pages using server side languages

mCommerce Applications and Technologies

Course Objectives

This Course examines major areas of business relating to mCommerce. Its approach enables participants to discover the role mCommerce can play in key business areas. Participants will acquire both technical knowledge and practical business know-how on the use of mCommerce to deliver increased revenue, efficiency and customer service standard, while taking their brands and products to wider markets than ever before.

Duration: 3 Day

Prerequisites:

Understanding of basic eCommerce techniques and business models.

Who Would Benefit:

This course will be very useful to people working or planning to enter in the areas of mobile commerce and wireless. Graduate students, industry professionals, application developers and business strategist may want to attend this course.

Course Content

- mCommerce Environment
- Mobile Communication
- mCommerce Applications
- mCommerce Application Design & Usability Issues
- WAP Design Process
- WAP Gateways
- Security in mCommerce
- mCommerce Technologies
- mCommerce Services and Business Models Today
- Business, Regulatory, and Implementation Issues

