

EBI Training Tracks

mCommerce Fundamentals Program

Description

In recent times, there has been a dramatic increase in the use of powerful mobile devices. These mobile devices, ranging from pagers to mobile phones, wireless PDAs, and wireless laptops, are changing the way people interact at work and at home. The sophistication of the mobile devices and wireless technologies has advanced to the stage of mass-market usage and acceptance. The objective of this program is to introduce students to the technologies, applications, services and new business models associated with mCommerce.

Duration: 7 Days

Prerequisites:

- Understanding of basic eCommerce techniques and business models.
- Create forms and tables in HTML and writing Web-scripting (JavaScript and VBScript)

Who Would Benefit:

The program will be very useful to people working or planning to enter in the areas of mobile commerce and wireless networks with interest in technology or applications such as mobile commerce. Graduate students, industry professionals, application developers and business strategist may want to attend this program.

Courses Included:

- Introduction to mCommerce
- WML fundamentals
- mCommerce Applications and Technologies