The Rock Star Developer Program for Android. (Laghava™)

More and more companies are working on the cutting edge of technology. They require employees who can wade through the different technologies on their own. The focus in this course is to make the students self-reliant and confident with code and technology with a focus on Web and mobile technologies.

The students will brainstorm and come up with an App Idea and will implement the same in 2 months. At the end of the program, a job is assured. This will either be in our company itself or they will be placed in mobile technology companies in Bangalore.

Methodology of training

This program is a residential program for 2 months. Lodging and Internet connection will be provided. Classes will take place in the morning and students will work on their App in the afternoon and evening hours. There will be a video conference in the evening to discuss the progress of the work. Instructors will be available on call at all hours.

Syllabus

1. *Ideation*

   a. Market Analysis

      Understanding business from the point of view of target Markets. This section we will choose our market based on a number of factors.

   b. Brainstorming

      Having chosen the Market you will be enabled to choose the problem you would like to solve for your App. Once you have nailed down a few ideas you will interview members of the target market to see if they are willing to pay for your App.

   c. Pricing

      Deciding how much would be a good price for the App.

   d. Why?

      Looking at why we are creating this App, the value we are generating through this app. We will look at the concept of Vision and how important it is for any venture. You will learn that "why?" we are doing something is more important than what we do.

2. *App design*

   a. What's available in the Android SDK

      A brief look at the Android SDK and the kind of UI elements available. By implementing the examples and running them on the emulator you will get an idea of UI elements you would like to use for your App.

   b. Mockup

      Creating a Mockup of the UI experience and a discussion on what is a good UI?

3. *App architecture*

   a. Data Management

      Answering important questions like Where do I store the Users data?, Should I allow offline use of the App? If so how will I store data locally and how will I update the server of the changes once I come back online.

b. Android API available for Data Management

c. External Data or Server Data

> Using External API like Google API to gather relevant data for your App and also how to create a simple API server to offload some processing to your website.

4. *Planning*

a. Agile methodologies

> You will be taught everything about Agile methodologies and a look at tools on the web that will enable you to use Agile methods. You will also understand the pros and cons of agile and the other options out there.

b. Creating the Kanban chart for your App

> You will break down your development into tasks and create a Kanban chart for them.

5. *Implementation*

a. Programming 101

> This module will make you a hacker. It will revisit everything you learned about computers and allow you to hack your way into any technology.

b. Performance and work ethic

> A look at what it takes to be a rock star. Going beyond your barriers to focus and implement code fast. How to avoid burnout and self-defeating behaviours.

c. Team building

> How to perform in a team and avoiding common mistakes when working in a team

d. Communication

> Maintaining good communication by looking at your behaviours that hamper communication and resolving them

e. Source code management

> Using Source Code Management to work with a team of developers on the same codebase. We will be using Git for this.

f. Testing

Code is not complete until it is tested. In this section you will learn how to write test cases and what is test driven development.

6. *Generating Revenue*

    a. Ways to generate revenue for your App

        i. *Charging for your App*

            Looking at various pricing models available on the net.

        ii. *Using Ads to fund your App*

            How to connect with AD agencies to generate income for your App.

7. *Sales and Marketing*

    a. The App store.

        How to use the App store effectively as a way to sell your application

    b. Advertising

        How you can use Facebook and other social media to publicize your app and get more customers. What other ways are there to sell your product?

8. *The Pitch*

    a. Elevator Pitch

        How to win a person over with your product in 2 minutes.

    b. Interviews

        Strategies for winning in any interview.

Conclusion

With an App in the market and having undergone the behavioural and team oriented training in the course any company will waiting to take you on board.

Logistics

Students should bring their own laptop, with sufficient RAM to run Eclipse™ software for android. Please contact us before the course if you would like to test your laptop.

There will be **not more than 6 students in the batch**. Monday to Saturday will be days of instruction, students will not be allowed to go home on these days unless they face an emergency. Sunday will be a holiday and students can use this day to go home etc.

Cost

The cost of the course is Rs 20000, which includes the charges for lodging. The students will have to pay for their own food and other expenses.

Selection Criteria

There is no bar on branch or marks, anyone who is interested in programming and has good problem solving skills can apply. The Selection to the course will be based on a telephonic interview.