

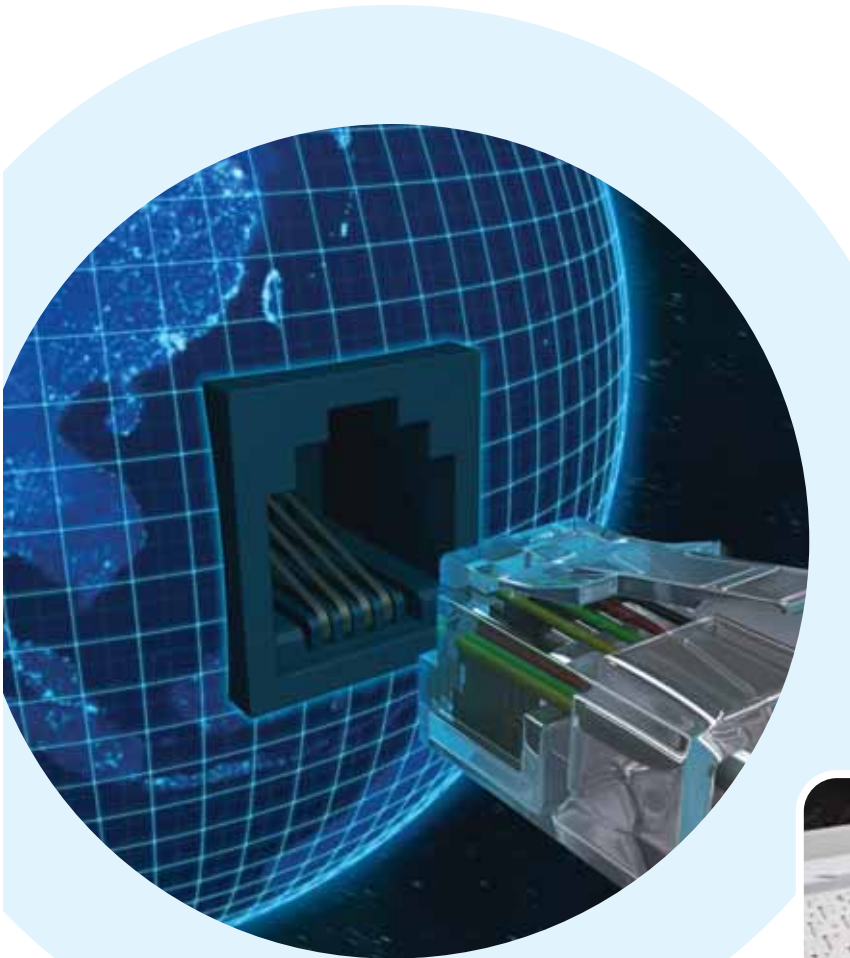
Diploma in Telecommunications Management Studies

28 September - 6 November 2009
Buea, Cameroon

Register by
3rd August 2009
for a 10% discount!



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION



A six-weeks highly sought after and industry-relevant programme providing delegates with strategic and tactical skills necessary to face the challenges created by changes affecting incumbent telcos, new entrants, regulators, governments, telecom managers and professionals and users in all market segments.

Delivered by two senior and highly experienced telecom and ICT experts including the design and delivery of Diploma in telecoms management programmes



Pre-requisites:

Minimum of 2-3 years in telecoms with first degrees in humanities, HR, business, engineering, economics, law and other functional areas in telecoms.

Most importantly, it is assumed that all participants have a basic understanding of the telecoms sector.

Supporting Partners



PDT

Programme for Development and Training

www.cto.int

Course overview

In-depth lectures and interactive discussions focusing on:

- New and emerging telecommunication technologies and networks with a focus on wireline, wireless and hybrid broadband network
- Global standards
- Spectrum management **NEW**
- Business continuity planning **NEW**
- Network security for emerging networks **NEW**
- Regulation, regulatory governance
- Policy and policy formulation including benchmarks and best practices
- Economic regulation and pricing models such as LRIC **NEW**
- Consumer protection and competitive safeguards **NEW**
- Dispute resolution **NEW**
- Convergence and convergence applications beyond triple play
- Voice over IP and ENUM
- Human factor management
- Finance and financial control for telecom **NEW**
- Telecom network management (TMN) **NEW**
- Effective management skills and strategies in the management of new telecommunication networks
- Project management
- Marketing and customer care
- Competitive intelligence (CI), segmentation, and customer portfolio management (CPM) **NEW**
- Outsourcing - pros & cons and strategies **NEW**
- Analytical customer relationship management (ACRM), performance management and the development of key performance indicators (KPIs) **NEW**

Key Objectives

This diploma programme is designed to ensure that delegates from operators, regulators, business professionals, enterprise and public sector government departments receive a solid foundation in the necessary knowledge and skill to understand new and emerging telecom applications and become solution providers for their respective organisations in the planning and organisational skills for the deployment of new telecom technologies and networks.

Participants will:

- 1) Investigate how to keep abreast of new technologies
- 2) Examine which technologies to use and how to migrate from one technology/network architecture to another
- 3) Identify the shift between existing technology to next generation technology
- 4) Explain business practices which contribute to departmental efficiency
- 5) Determine sound financial, economic and human capital management skills
- 6) Compare correct marketing strategies for competitive services
- 7) Develop a paradigm shift from technology-driven to a customer centric approach

Learning Outcomes

Upon course completion delegates will have acquired a thorough understanding of:

- Principles and best practices of strategic planning and thinking
- Technical and technology orientation particularly in the context of convergence technologies and networks
- Regulation and regulatory governance
- The policy building process in the ICT sector
- Business strategy and its application to the telecom sector
- Marketing, sales and customer service functions that support revenue generation
- Operational effectiveness tools and best practices that govern organisational streamlining, human factor management, and overall performance
- Communication and presentation skills as well as group interaction and team work
- Putting into practice through developing solutions for real world situations involving telephone carriers (individual and group work)

Who Should Attend

All telecom staff including:

- Middle to senior management
- Regulators, fixed and mobile operators and government personnel
- New entrants (including training officers) looking to move into management positions
- Managers in business operations, marketing, sales, and customer services seeking knowledge on technology and business applications
- Engineers who wish to expand their knowledge in strategic and operational areas of the business

Learning Environment

An interactive approach comprising of granular and broad-based presentations, discussions, individual and group exercises, case studies and readings.

Depending on local facilities made available, a half day field trip is being planned as well as in class presentations (non-sales) by a select number of vendors on various subject areas.

Pre-requisites

Minimum of 2-3 years in telecoms with first degrees in humanities, HR, business, engineering, economics, law and other functional areas in telecoms.

Most importantly, it is assumed that all participants have a basic understanding of the telecoms sector. A set of pre-course readings will be mandatory for all participants to complete prior to formal attendance.

All participants will be tested at the start of the course in order to assess the level of understanding of some basic pre-course requirements.

Facilitators



Karl Hentschel
M.A., B. Eng.

Karl Hentschel is a highly experienced telecoms specialist with over 30 years of experience in the telecommunications sector. He is extremely well-rounded in technology and management issues related to tele-communications including

regulation, next generation networks, wireless and cellular networks, and broadband networks.

Among other past positions, Karl was Director Regulatory Projects at AT&T Canada. He has worked extensively on national, regional, rural, and enterprise in North America and globally and, as such, has extensive knowledge of wire line and wireless networks, global regulation, tariffs, rates, and competition. At the Canadian Radio-television and Telecommunications Commission (CRTC, Karl was responsible for the operations and costing models supporting applicants' business plans, and also worked on CRTC's rate cap and Phase III costing procedures.

In this position, Karl also worked closely with staff at the Federal Communications Commission (FCC) in Washington on cross-border services and facilities. Karl has provided training courses for CTO for a number of years in risk management and business continuity, spectrum management, project management, GSM planning and network management, and new service development among others.



Zain Khan, B.Chem Eng,
B. Comm, CMC

Zain Khan is a certified management consultant through the Canadian Association of Management Consultants (CAMC), which is recognised in at least sixty countries.

Presently, he is co-chair for the CAMC strategy group in Toronto. After 19 years in the private sector, Zain founded Alliances Consulting Group Inc., a highly specialised consulting service. As a seasoned ICT professional, Zain has held several management positions with a major telcos in Canada in sales, marketing, strategic planning, product management, policy development and regulatory support for new products and services including economic evaluations and studies.

Zain has also consulted for major Fortune 100 companies and carriers, and has conducted training for the CTO since 1999. Current practice areas also include strategic planning technology transformation and implementation, competition and marketing strategy for telcos, web-based software development, and large security systems.

Zain has been the lead facilitator for the Diploma in Telecom Management for CTO since commencement of the programme.

Course outline

Given a wide spectrum of participant needs based on the nature of their work, the following is a typical layout of the course over the six week period. Actual selection of topics/modules and granularity of subjects will be decided in real-time based on the final composition of participants and the level of understanding of the content including pre-course material that will be sent out to all registered participants prior to the course.

A key requirement for this module is the completion of pre-readings by all participants. The pre-readings cover a broad set of concepts and knowledge of foundations.

Foundations

- Telecommunications fundamentals and basic networks including TDMA, internet protocol, data networks, cellular networks, GSM, CDMA, wireless intelligent networks, packet networks, legacy networks such as SS7, telecom standards (ITU, IETF, IEEE), ITU terminology
- Business and consumer applications, physical components, access technologies
- Transport protocols, signalling systems, IP routing, advanced IP networks, understanding packet voice (historical)
- IP networks and next generation networks (NGN) including NGN applications such as VoIP, IPTV
- Architecture of a softswitch, advanced convergence enabling networks such as MPLS and managed IP solutions as revenue generators for incumbents and competitive carriers
- Wireless broadband networks including emerging global standards and networks for GSM beyond 3G, WiFi and WiMAX including hybrid networks
- The fixed mobile convergence paradigm - myths and truths
- Advanced hybrid networks and directions (vendor presentations and guest speakers (subject to final confirmation)
- Role of incumbents as engines of network fabric to support a liberalised and competitive market for advanced applications in a changed supply chain for telecoms (wholesale, retail, value added carriers-VAS, competitive carriers, etc)
- TEST on Foundations

Policy, Regulation and Regulatory Economics

- ICT policy including drivers for change, policy formulation, selected policy models, and a sample of actual policy implemented in countries
- Regulation, regulatory governance, economic regulation including costing models
- Drivers for change in regulatory governance
- Regulation for convergence
- Examples of regulatory governance in selected regions of the world (Canada, Europe and Africa)
- Economic principles for costing telecoms termination charges, European standards for costing and economics and principles of long range incremental costing (LRIC, FLRIC)

Business Strategy & Planning, Marketing and Sales

- Strategy defined in the context of ICT and telecoms
- Strategic planning and business planning, definitions and models
- Use of strategic planning tools
- Crafting a marketing plan
- Conducting a SWOT analysis
- Principles of project management
- Sales and sales performance management
- Building an integrated sales organisation under convergence
- Case studies on strategy, competition and sales
- TEST-group case study as an assessment of the above

Course outline

Risk Management and Business Continuity Planning

- Current and emerging environmental, fiscal and market threats that can impact business
- Investigate the challenges of regulatory compliance, policies and procedures
- Analyse risks and strategies for treatment and management
- Identify processes to manage risk events e.g. financial business models
- Determine the business impact through processes to handle risk events and preparation of a business impact analysis
- Develop a business continuity plan (BCP) suitable to the organisation including implementation, management, maintenance, and testing of the plan

Organisational Effectiveness - HR and Human Factor Management

- Human resources strategy for convergence
- Tools for organisational effectiveness including presentations and discussions on leadership, conflict management, competency profiling, team work and work groups, and change management
- Corporate culture and value chain analysis
- Creating sustainable change in organisations
- Time management
- Case studies and videos on HR and organisational effectiveness
- Group work in best practices

Customer Services, CRM & Operations

- Customer relationship management
- Strategies for customer relationship in the merging convergence regime
- Review of best practices involving team projects
- Operations for convergence
- Customer service and operational convergence
- Measuring effectiveness of customer services in competitive market environments

Group Projects - Case Studies & Presentations by Groups

- Participants will be broken up into teams and will undertake a major case involving all subject areas studied and will be required to submit a report and make an in class presentation.

Presentation of Certificates

- Depending on class performance, participants will be awarded diplomas. Diplomas will only be awarded upon successful completion and passing of the tests and other assessments including a mandatory attendance throughout the program.



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28 September - 6 November 2009

How to register

@ Email the programme team at:
register@cto.int

☎ Call the programme team at:
+44 208 600 3822

📄 Fill in and fax registration form (on page 7) and declaration form (on page 8) to:
+44 208 600 3819

✉ By post to:
CTO, 64-66, Glenthorne Road, London W6 0LR, UK

To register online please visit: www.cto.int

Upcoming courses

Name of course	Date	Duration	Country
Network Security	5 Oct 09	5 Days	Victoria, Seychelles
Introduction to Telecommunications Management	5 Oct 09	5 Days	Gaborone, Botswana
Digital Broadcasting	26 Oct 09	5 Days	Sandton, South Africa
Project Management Tool for Project Managers	2 Nov 09	5 Days	Suva, Fiji Islands
ICT Regulation Drafting	2 Nov 09	5 Days	Sandton, South Africa
HR4ICT'09	6 Nov 09	3 Days	Port of Spain, Trinidad & Tobago

About the CTO

The Commonwealth Telecommunications Organisation (CTO) is an international development partnership between Commonwealth and non-Commonwealth governments, business and civil society organisations.

It provides the international community with effective means to help bridge the digital divide and achieve social and economic development through the use of Information and Communication Technologies (ICT) in the specific areas of Telecommunications, IT, Broadcasting and the Internet.

About the programme for development and training (PDT)

Managed by the CTO, the PDT is a unique low-cost membership programme providing needs-based professional training and capacity building courses on telecommunications policy, regulation, technologies and telecoms business management.

The PDT has delivered over 3600 bilateral training and consultancy projects, covering every aspect of the telecommunications industry, training over 35,000 professionals in 33 countries of the Commonwealth.



Personal details

Mr/Mrs/Ms/Other First name Last name

Job title/position

Organisation's name

Address

City Postcode Country

Tel Mobile Fax

Email

Declaration

Pre-requisites:

- At least 2 to 3 years work experience in telecommunications, and
- A degree in humanities, human resources, business, engineering or law

'I hereby declare that I fulfill the above criteria to participate in CTO's Diploma in Telecommunications Management Studies'.

Delegate

Signature

Print Name

Supported by authorising line manager

Signature

Print Name

Please return the signed form to: Email: register@cto.int or Fax: +44 208 600 3819