

# Introduction to Telecommunications Management

5 - 9 October 2009  
Gaborone, Botswana



COMMONWEALTH  
TELECOMMUNICATIONS  
ORGANISATION

[www.cto.int](http://www.cto.int)

Register by  
5th September 2009  
for a 10% discount!!

## Overview

This course addresses an increasing demand for a highly exploratory analysis of the emerging telecommunications industry as an integral part of the information and communications technology (ICT) sector. This course addresses an increasing demand for a highly exploratory analysis of the emerging telecommunications industry as an integral part of the information and communications technology (ICT) sector.

The course contextualises the technical, strategic, regulatory, policy, management and operational dimensions of the telecom sector from telecom carrier, new entrant, competitor and customer perspectives.

It will also introduce participants to the emerging world of telecoms and has been crafted to introduce topic areas generally covered in the Diploma and Certificate programs in telecoms management being conducted by CTO in Africa and elsewhere.



For more programmes and courses run by the PDT contact us at:  
Tel: +44 (0) 208 600 3800 Fax: +44 (0) 870 0345 626 Email: [programmes@cto.int](mailto:programmes@cto.int)

Course programme may change due to unforeseen circumstances

# Introduction to Telecommunications Management

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## Learning outcomes

At the end of the course, delegates would have:

- Built keen understanding of the global trends in the telecoms industry
- Gained appreciation of the era of competition, regulatory governance and issues of telecom policy and economic regulation
- Acquired high level understanding of the strategic and operational areas of a telephone carrier in the context of the paradigm shift to convergence (sales, marketing, customer care, operations, human capital management, training, billing, organisational and network operations)
- Analysed current planning and budgeting processes
- Reviewed principles of management and team building strategies
- Addressed challenges and principles of managing complex projects

## Key objectives

- A global review of the telecoms industry including the convergence of the wired and wireless worlds
- An appreciation of information and communication technologies (ICTs), industry trends and challenges
- High level appreciation of strategic, operational and management skills needed to adapt to a rapidly changing telecoms environment (management of human capital, project management principles, marketing, and sales in a competitive market)
- Review of regulatory governance and telecoms policy models including the economics of regulation for rate setting in an emerging competitive market structure
- Understanding of the challenges in customer care
- Review of case studies to invoke interaction among participants
- Discussion on the realities of the local market in the context of above topic areas

## Who should attend

This course will be useful to the following:

- Staff from government departments, regulators and operators (fixed and mobile) with a desire to learn about the sector
- Professionals interested in business development, financial and human capital management in telecoms
- New managers from within the telecoms sector
- New hires with academic background but limited or no exposure to the telecoms sector;
- Junior managers from strategic and operational units who could be challenged in review of technology, strategic and operational issues in a changing telecom landscape

## Learning environment

Traditional classroom including collaborative learning. Use of presentations, group learning, class exercises, case studies and problem solving.

## Pre-requisites

This high level course has been designed to provide a fairly good understanding of the current status, key trends, management and operational issues in telecoms. Anyone can attend as long they are involved in telecoms one way or another.

## Course content

### Key Topic Areas:

#### 1 Global Trends in the Telecoms Industry

- Understanding of the critical importance of information and communication technology (ICT) in today's business environment
- New emerging technologies and standards
- Convergence of wired and wireless technologies
- The content paradigm

#### 2 Regulatory Governance

- Competition and regulation
- Telecoms policy
- Economic regulation
- Review of global models

#### 3 Strategic and Management Issues

- Strategic, tactical, and operational management processes
- Effective working relationships and recipes for success
- Tools and techniques needed to manage ICT including an introduction to project management, presentation skills, team work, virtual teams, high level issues, and an understanding of the human and organisational issues of ICT management
- Overview of strategic & business planning

#### 4 Issues of Customer Care

- Customer care under convergence
- Issues and challenges
- Organising customer care for convergence
- Customer care models

## Other CTO courses

### Next Generation Networks

Date: 7 - 11 Sep 2009  
Location: Maputo, Mozambique  
Duration: 5 Days

### Next Generation Network Planning & WiMAX Engineering

Date: 21 - 25 Sep 2009  
Location: Port Moresby, Papua New Guinea  
Duration: 5 Days

### Diploma in Telecommunications Management Studies

Date: 28 Sep - 6 Nov 2009  
Location: Buea, Cameroon  
Duration: 6 Weeks

### Customer Service and Customer Care

Date: 28 Sep - 2 Oct 2009  
Location: Maputo, Mozambique  
Duration: 5 Days

### Network Security

Date: 5 Oct - 9 Oct 2009  
Location: Victoria, Seychelles  
Duration: 5 Days

### Procedures for Adoption of Unified Licensing

Date: 12 Oct - 15 Oct 2009  
Location: Bangladesh  
Duration: 4 Days

### GSM Technologies

**(2G, 2.5G, 3G, EDGE, GPRS)**  
Date: 19 Oct - 26 Oct 2009  
Location: South Africa  
Duration: 5 Days

### Digital Broadcasting

Date: 26 Oct - 30 Oct 2009  
Location: Sandton, South Africa  
Duration: 5 Days

### IP Network & Design Applications including IP Basics

Date: 26 Oct - 30 Oct 2009  
Location: Solomon Islands  
Duration: 5 Days

### Project Management Tool for Project Managers

Date: 2 Nov - 6 Nov 2009  
Location: Suva, Fiji Islands  
Duration: 5 Days

### ICT Regulation Drafting

Date: 2 Nov - 6 Nov 2009  
Location: Sandton, South Africa  
Duration: 5 Days

### Interconnect Agreements & Pricing

Date: 16 Nov - 20 Nov 2009  
Location: Solomon Islands  
Duration: 5 Days

## Course leader



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

Zain Khan is an experienced management consultant with over 20 years in telecommunications and information technology. He has consulted extensively for Fortune 100 private and public sectors companies with geographically dispersed company sites throughout North America and globally, private enterprises, telephone companies and other industry-related companies. Although he spent his early years in the United Kingdom training as a chemical engineer, Zain has spent most of his entire adult and professional career in Canada, where he held several management positions with a major carrier, in areas such as sales, marketing, strategic planning, product management, policy development and regulatory support for new products and services including economic evaluations and studies. His current practice areas include strategic planning in ICTs, including technology transformation and implementation, competition and marketing strategy for telecommunications and other businesses, software development, and large security systems. Zain holds degrees in business and engineering and is a Certified Management Consultant (CMC) earned through the Canadian Association of Management Consultants (CAMC).

Hosted by:

**Botswana Telecommunications Corporation**

In partnership with:

**Alliances Consulting Inc.**

## 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.

For more programmes and courses run by the PDT contact us at:

**Tel:** +44 (0) 208 600 3800  
**Fax:** +44 (0) 870 034 5626  
**Email:** [programmes@cto.int](mailto:programmes@cto.int)

See more information on our website

[www.cto.int](http://www.cto.int)

Please fill in this application form and fax it back to +44 208 600 3819 or return it to the CTO at the address below. Please use CAPITAL LETTERS.

**Personal details**

Mr/Mrs/Ms/Other ..... First name ..... Last name .....

Job title .....

Organisation .....

Address .....

City ..... Postcode ..... Country .....

Tel ..... Mobile ..... Fax .....

Email .....

Authorising line manager's name .....

Authorising line manager's email .....

**Payment options**

**1) Select delegate rate**

	Standard rate	Early registration/Group discounts*
CTO members	<input type="checkbox"/> £701	<input type="checkbox"/> 10%
PDT partners	<input type="checkbox"/> £701	<input type="checkbox"/> 10%
Others	<input type="checkbox"/> £1,132	<input type="checkbox"/> 10%

\* two or more delegates from same organisation

**2) Payment mode (choose one option only)**

**Invoice**  
Invoice me at the above address (Discounts do not apply, payment must be received by us prior to event).

**Bank transfer**  
Make payments to: Coultts & Co.  
440 Strand, London, WC2R 0QS, UK  
A/C Name: CTO; A/C Number 08367507  
Bank Sort Code :18-00-02  
SWIFT Code: COUT GB22  
IBAN Reference: GB72COUT18000208367507

Credit Card: Visa / Mastercard (delete as appropriate)

Card holder's name .....

Card holder's billing address (if different from above) .....

Card number

Valid from ..... Expiry date ..... 3 digit security code

**Signature**

Date ..... Name ..... Signature .....

**Additional information**

To help us improve our services to you and your organisation, please tell us more about yourself and your organisation.

<b>Your role in the organisation</b>	<b>Your area of work in the organisation</b>	
<input type="checkbox"/> Strategic / executive	<input type="checkbox"/> Business development	<input type="checkbox"/> Marketing and sales
<input type="checkbox"/> Planning	<input type="checkbox"/> Corporate affairs	<input type="checkbox"/> Public relations and corporate communications
<input type="checkbox"/> Control	<input type="checkbox"/> Customer service and care	<input type="checkbox"/> Regulatory and legal affairs
<input type="checkbox"/> Operational	<input type="checkbox"/> Engineering and technical management	<input type="checkbox"/> Telecoms network management
	<input type="checkbox"/> Financial, purchasing & investor relations	<input type="checkbox"/> Human resources
	<input type="checkbox"/> IT / IP management	<input type="checkbox"/> Other
<b>Your organisation type</b>	<b>Your organisation's service areas</b>	
<input type="checkbox"/> Government	<input type="checkbox"/> Fixed network / services	<input type="checkbox"/> Broadcasting
<input type="checkbox"/> Regulator	<input type="checkbox"/> Mobile / wireless network / services	<input type="checkbox"/> Value-added services
<input type="checkbox"/> Operator	<input type="checkbox"/> Satellite network / services	<input type="checkbox"/> Support
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Internet	<input type="checkbox"/> Other services
<input type="checkbox"/> Other		

**3 SIMPLE WAYS TO REGISTER**

-  Fill in and fax this form back to **+44 208 600 3819**
-  Call the programme team at **+44 208 600 3800**
-  Email this completed form back to **register@cto.int**

**EARLY REGISTRATION DISCOUNT**

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**NEED HELP?**

**Call us now on +44 208 600 3800 or e-mail the programme team at [programmes@cto.int](mailto:programmes@cto.int)**

**Summary Terms and Conditions**

The CTO will endeavour, as can be reasonably expected, to ensure that the course is delivered to meet delegates' expectations. Registration is subject to availability and payment received by the deadline, where specified for each course. Dates may be subject to changes. Travel, accommodation, daily transportation to venue, subsistence and other costs are the sole responsibility of the delegate and are not included in the above fees.

Applicants are responsible for their visa arrangements and other formalities wherever required. Course bookings may be cancelled at the discretion of the CTO or its partners. Applicants paying by bank transfer are responsible for bank charges and any other such costs and should ensure the exact amount in GBP Sterling is credited in the CTO bank account. Applicants requiring additional information prior to their booking should ensure they provide sufficient time before the booking deadline.

Cancellation rules apply, as summarised above. For a full version of our Terms and Conditions, please visit our website at [www.cto.int](http://www.cto.int).

**Withdrawals / Cancellations / Refunds**

For delegate cancellations/withdrawals, the following refund rules apply:

- 31 days or more prior to event: the full amount less a handling charge of £55
- 30 days or less prior to event: no refund

For CTO cancellations/withdrawals, delegates are entitled to a 100% refund within 60 days of the cancellation/withdrawal. Refunds will be made by bank transfer only.

**Data Protection / Privacy**

The CTO does not sell, rent or lease its customer information to third parties. We may, from time to time, contact you on behalf of a third party/partner about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (email, name, address, telephone number) is not transferred to the third party/partner.

In addition, we may share your information with trusted partners to help us perform statistical analyses, send you by e-mail or postal mail, provide customer support, or arrange for deliveries or other such services.

All such third parties are prohibited from using your personal information except to provide these services to the CTO and they are required to maintain the confidentiality of your information. For more information about our Privacy Policy, visit our website at [www.cto.int](http://www.cto.int)