

Diploma in Telecommunications Management

1 November - 10 December 2010
South Africa



COMMONWEALTH
TELECOMMUNICATIONS
ORGANISATION

Register by
17th September 2010
for a 10% discount!



Overview

A comprehensive 6 week Training Program to equip participants with the cross-functional knowledge, skills, tools and techniques to excel in telecommunications management. The telecommunications industry is becoming ever more global and competitive. Success in telecom requires sharp, business savvy management teams and adherence to sound business management principles. The Diploma in Telecommunications Management offers a complete business look at the core areas necessary for personal and organisational success in telecommunications. The program offers participants an opportunity to learn and master the management and business skills relevant to today's telecommunications industry.

Through lectures, functional-area case studies and an ongoing comprehensive case competition tying together all functional areas, the Diploma ensures that participants understand key business practices and develop their managerial skills to reach personal goals and increase their contribution to the success of their organization.

Our training programs combine expert-led presentations, workshops, case studies and discussions on real life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

PDT

For more programmes and courses run by the PDT contact us at:
Tel: +44 (0) 208 600 3800 Fax: +44 (0) 208 600 3819 Email: programmes@cto.int

www.cto.int

Course programme may change due to unforeseen circumstances

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Objectives

- Provide participants with the cross-functional knowledge, managerial and commercial skills to increase their performance in meeting their professional responsibilities
- Equip participants with tools and techniques to face the challenges of the new telecommunications environment
- Improve the competence, efficiency and effectiveness of participants as telecommunications managers and leaders
- Expose participants to key telecommunications management concepts and issues
- Improve the strategic thinking and decision-making abilities of participants

Target audience

Telecommunications professionals looking to increase their personal and professional success by gaining an excellent comprehensive understanding of global telecommunications management.

Expected outcome

Participants equipped with an all-around knowledge of telecommunications management.

Course content

Week 1 - Expert: Jan Czech

- Introduction of Diploma in Telecommunications Management
 - Overview of curriculum
 - Meet the participants
- Overview of management
- Global and competitive telecommunications environment
 - Global market evolution and trends
 - New telecom players
 - Industry outlook
 - Challenges, impacts and opportunities
- Current issues in regulation and competition
 - Licensing
 - Interconnection
 - Tariffs
 - Numbering
 - Spectrum management

- Infrastructure sharing
- Universal service/access
- Dispute resolution
- Business case and investment analysis
- 360° executive case part 1: Introduction to the case scenario
- Functional-area case #1: Environment assessment

WEEK 2 - Expert: Jan Czech

- Marketing management
 - Market research and customer intelligence
 - Marketing plan
 - Marketing mix (4 P's: product, price, promotion, place)
 - New product introduction
- Corporate communications and public relations

About the programme for development & 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.

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.

Course content

Week 3 - Expert: *Iyad Koussa*

- New technologies and service offerings
 - Wired
 - xDSL (e.g. ADSL, SDSL, VDSL)
 - Cable
 - FTTx
 - Wireless
 - 3G mobile (e.g. UMTS, WCDMA, CDMA2000, HSDPA/HSUPA)
 - 4G mobile (e.g. WiMAX, LTE)
 - NGN
 - Devices
 - Triple and quadruple plays
 - Mobile content services
 - Mobile payment services
 - Location-based services
 - IPTV
 - Others
- Network planning and management
 - Network concepts
 - Network planning
 - Network management, monitoring and control
 - Network deployment
 - Evolution to NGN
- Project management
 - Project planning
 - Project management tools and techniques
 - Resource allocation
 - Project execution and control
- Functional-area case #3: Project management
- 360° executive case part 3: Network evolution

Week 4 - Expert: *Paul Martineau*

- Human resources management
 - Recruiting
 - Global compensation (pay, incentives, benefits and pensions)
 - Performance management
 - Employee relations

- Learning, training and organisational development
- The typical operator
- Corporate culture
- Change management
 - The change process
 - Change management strategies
 - Issues and challenges in telecommunications organisations
- Functional-area case #4: Human resources
- 360° executive case part 4: Organisational impacts

Week 5 - Expert: *Jan Czech*

- Strategic and business planning
 - The importance of strategic thinking and planning
 - Strategic planning process and responsibilities
 - Environmental assessment
 - Corporate mission, vision and objectives
 - Strategy formulation
 - Implementation
- 360° executive case part 5: Overall strategy
- Management accounting
 - Key concepts of accounting
 - Financial statements and ratios
 - Role of management accounting
 - Costing/cost allocation
 - International Financial Reporting Standards (IFRS)
- Financial management
 - Budget and control
 - Risk assessment and management techniques
 - Financial information and data for executive decision-making
 - Performance measurement
- Functional-area case #5: Finance
- 360° executive case part 6: Building the business case

Week 6 - Expert: *Jan Czech*

- Management
 - The importance of competent management
 - Management models, skills and styles
 - Effective management: role and responsibilities of a manager
 - Tools and techniques to successful management
 - Challenges and barriers
- Leadership
 - Leadership vs. management
 - The leader's role
 - Leadership sources
 - An effective leader
 - Leadership skills and styles
 - The importance of communication
 - Challenges of leadership in a fast-changing, global telecom environment
- 360° executive case part 7: Convincing the Board
- Review
- 360° executive case part 8: Board presentations
- Awards ceremony
- Wrap-up and close of Diploma in Telecommunications Management

In partnership with:
Neotelis (Canada)

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Expert profiles

Iyad Koussa

Mr. Iyad Koussa has 18 years of experience in telecommunications and IT acquired with companies (IBM, National Bank of Canada, Videotron) and in research centers as principal analyst and network administrator. He also has 10 years of training experience covering topics such as network design and implementation, operating systems administration, and database design concepts. He has worked in the Middle East, Asia and North America.

Mr. Koussa holds a Bachelor in Electrical and Electronics Engineering from the University of Damascus, a Diploma in Computer Science from the High Institute for Applicable Sciences & Technology of Syria, a Certificate in Network Design from the Okinawa International Center of Japan, and an Economy for Engineering Grade from Concordia University of Montreal, Canada.

Jan Czech

Mr. Jan Czech has extensive experience in fast-growing and world-class high-tech corporations with more than 25 years of experience in the telecommunications sector in the areas of interconnection, economy, sales & marketing, strategic and tactical planning, pricing, carrier relations and product/project management.

Mr. Czech has held several senior management positions for Teleglobe International Inc, Teleglobe Communications Corporation and Teleglobe Canada Inc: President & Chief Operating Officer, Vice-President – Global Network Operations, Vice-President International Market and Vice-President Corporate Development.

Mr. Czech launched and directed Teleglobe's first overseas offices: in Asia (Hong Kong, Tokyo), in Europe (Frankfurt, London, Moscow) and New York. Mr. Jan Czech also worked for Cescom Inc, a voice over IP service provider as Chief Operating Officer. Mr. Czech performed all business management functions, specialized notably in the telecom sectors, such as:

- Lead, manage and coach international teams
- Assess, develop, realign business opportunities
- Integrate solutions into the corporation's ongoing business strategy
- Direct general management issues (strategic and tactical plans, business plans, resource optimisation, etc.)
- Resolve issues relating to corporate reorganisations and rationalisations
- Implement growth strategies (creating divisions, start-ups)

Mr. Czech has been working with Neotelis since 2002. He successfully led Training Programs and performed consulting assignments in areas such as interconnection, regulation, marketing & sales, product development & management, strategic planning, regulation, business intelligence, etc. His all around cross-functional knowledge allows him to possess an excellent global perspective on the telecom sector. Mr. Czech holds a Bachelor and a Master of Science in Economics from the Université de Montréal, Canada.

Paul Martineau

Mr. Paul Martineau is a senior human resources generalist with 30 years of experience. Mr. Martineau has previously worked with leading Canadian telecommunications operators like Microcell Telecommunication and Teleglobe Canada.

Mr. Martineau also acquired experience in several different industries and has occupied senior management and executive positions for other major Canadian organizations such as SNC-Lavalin Group where he managed the Human Resources function for all of the company's departments and Van Houtte by leading the Human Resources function of all divisions including the United States.

Mr. Martineau implemented a human resources management structure for one of the most important operators in Canada as well as participating actively in its start-up. Mr. Martineau designed, developed and implemented organizational structures, compensation programs, performance evaluations, recruiting processes, global talent management departments and competitive HR policies & plans for several companies in his career as well as covered and mastered every other aspect of human resources.

