Diploma in Telecommunications Management Studies

05 November - 14 December 2012, Telkom South Africa’s Centre for Learning, Olifantsfontein, South Africa

The DTMS is a 6-week programme developed to help experienced specialist telecommunications professionals gain a thorough understanding of all aspects of telecommunications business management. Through a combination of lectures, and group exercises, the course will cover:

- Telecommunications network fundamentals
- Policy and regulation
- Business strategy
- Project management
- Business continuity planning
- Human resources management
- Marketing and customer relations management
- Financial management
- Case Studies
Overview

Objectives

- Provide a good understanding of fixed and wireless telecommunications technologies
- Explain the shift to emerging technologies and their impact
- Describe the policy, regulatory and market environments
- Discuss the constraints of efficient network planning and deployment
- Discover networks exposure to threats and discuss the need for business continuity planning
- Learn what it takes to build and manage successful teams
- Analyse and explain operators’ costs
- Show the different ways to acquire, retain and reward customers.

Expected Outcomes

Upon full completion of the course, delegates will be able to:

- Explain the basics for both fixed and wireless network technologies
- Explain network switching and transmission principles
- Appreciate the shift resulting from new and emerging technologies
- Describe the adoption and role of global telecommunications standards
- Understand various regulatory and technical issues, such as spectrum management or interoperability
- Contribute to the launch of triple-play services
- Assess the impact of convergence on other aspects of the business
- Understand VoIP as a concept
- Put into practice the salient features of strategic planning in telecommunications
- More effectively initiate and manage projects of different sizes
- Discuss the key aspects of network design, deployment or migration
- Learn business communication etiquette
- Apply human resources principles within a team or business unit
- Advise on consumer protection and telecommunications
- Identify an operator’s costs and provide advice and guidance on financial management
- Expand marketing and CRM programmes within an operator

Course Outline

Telecommunications Fundamentals - Fixed Technologies

- Switching technology principles
- Types of switches
- Signalling concepts
- New technology switches
- NGN switch principles
- NGN architecture
- Transmission fundamentals
- PCM, PDH, SDH systems
- NGSDH
- Fibre optic cables and fibre optic systems
- Fixed access technologies (gel-filled, coaxial, optical fibre cables)
- Latest trends in access technologies (FTTH, GEPON, GPON, etc)
- New and emerging trends in telecommunication technologies

Telecommunications Fundamentals - Wireless Technologies

- RF concepts, cell basics
- GSM, GPRS, EDGE and CDMA technologies
- Power control in mobile communications
- Call management and mobility management
- Hand-over principles
- 3G (WCDMA), EVDO
- Mobile network related issues
- LMDS and MMDS
- corDECT technology principles and architecture
- Wi-Fi, WiMax, 4G, LTE, and future trends in mobile communications

Data Communication Principles

- Data communications as a concept
- Packet switching
- Message switching
- ATM, FR, X.25
- ISDN
- IP networks
- VoIP
- xDSL broadband technologies
- Triple-play
- Convergence beyond triple-play

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Project Management
- Strategic planning in fixed and wireless communications
- Managing resources
- Monitoring mechanisms
- Project implementation
- Project monitoring tools
- Risk management
- Case studies

Network Design and Expansion
- Network design aspects
- Access network deployment and expansion
- Exercises for fixed network design, deployment and expansion
- Mobile network deployment
- Mobile network expansion
- Sample exercises related to mobile network design, deployment and expansion
- Network planning and optimisation

Business Communications
- Business etiquette
- Business practices
- Challenges in the competitive scenario
- Writing techniques
- Principle of business communication role-plays and exercises

Human Resources Management
- Leadership
- Stress management
- Conflict management
- Time management
- Lateral thinking
- Motivation
- Dress ethics
- Image building
- Team work
- Succession planning
- Performance appraisal and feedback

Telecommunications Regulation
- Telecommunications global standards
- Regulatory mechanisms
- Spectrum management
- Interoperability
- Consumer protection
- Telecommunications dispute resolution

Technology and Financial Management
- Effective utilisation of resources and telecommunications asset management
- Managing technology obsolescence and new developments
- Migration to new technologies
- Disaster management and business continuity planning
- Cost-effective network deployment and expansion
- Costs and tariffs
- Financial management

Business Intelligence and Marketing Skills
- Review of policies
- Competitive intelligence
- Business intelligence and tactics
- Marketing strategies and skills
- Decision making

Customer Relations Management
- Understanding customer behaviour and needs
- Customer relationship management
- Changing from technology-centric to customer-centric approach

Group Discussions and Feedback

Target Audience
This is a 6-week intensive programme consisting of classroom lectures and group exercises. Participants will consist of a diverse group of telecommunications technology or management specialists from across the region with significant experience in their respective field, but keen to gain a wider knowledge of the industry and/or expected to move on to more senior management positions.

To suggest other topics to be included in this course, please email us at programmes@cto.int
Sapan Kumar Bose

Sapan Kumar Bose is a senior manager at BSNL (India) with over 31 years experience in ICT technology and management. His technical experience includes network operation and maintenance, quality assurance, as well as switching and transmission systems for fixed and wireless networks. His management experience ranges from human resources management and project management to risk management and marketing, including 3 years leading sales and marketing for BSNL's mobile operations in the state of Jharkhand (sales channels management, franchises management, etc). Later on, taking over as head of faculty and senior lecturer member at the Bharat Ratna Bhim Rao Ambedkar Institute of Telecom Training, he designed and delivered various ICT management training modules, including human resource management, customer care, project management, and sales and marketing. Today, Sapan is responsible for coordinating training delivery operations for over 30 training centres across India. He holds a Bachelor of Engineering (electronics and telecommunications) and a Diploma in Management. He is a Fellow Member of India’s Institution of Engineers.

R. Babu Srinivasa Kumar

R. Babu Srinivasa Kumar has over 15 years experience in ICT business. He is currently a Principal at the Rajiv Gandhi Memorial Telecom Training Centre of BSNL (India), one of the world’s largest operators by staff size, where his current responsibilities include capacity building for BSNL employees, and also training for corporate clients. He obtained his Master’s degree in Engineering from Anna University in Chennai in 1994, after a Bachelor degree in Electronics and Communications Engineering. Since then, he has had a variety of roles in various areas of telecommunications; during the initial part of his career, he spent a few years in the installation and commissioning of new PSTN switches; he then moved to mobile communications when BSNL obtained its mobile network license and played a crucial role in the launch of the company’s mobile services. In 2002, he was promoted to deputy general manager for mobile services where he was involved in the design, planning and roll-out of various mobile projects. He was also a part of the validation team which evaluated the multi-vendor GSM value-added services before their implementation within the BSNL network. Later, he took over the responsibility of broadband services where he was responsible for the design, planning and installation of broadband transmission networks. He has represented BSNL at ITU-T events on next generation networks and future networks. His areas of interest include mobile communications, broadband technologies, next generation networks and optical networks.

About the CTO

The CTO is the oldest and largest Commonwealth organisation engaged in multilateral collaboration in the field of information and communication technologies. It uses its experience and expertise to support members in integrating ICTs to deliver effective development interventions that enrich, empower, and emancipate people within the Commonwealth and beyond. For more information, write to info@cto.int

About the PDT

The PDT is a unique cost-effective funding mechanism to provide bespoke professional training and capacity development in ICT policy, regulation, network and telecom business management. Through the PDT, over a thousand ICT professionals benefit each year from its specialist courses and consultancy services. For more information about how to join the PDT, write to programmes@cto.int

Forthcoming conferences...

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<td>22 - 26 Oct 2012</td>
<td>Annual CTO Forum</td>
<td>Mauritius</td>
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<td>15 - 16 Nov 2012</td>
<td>Commonwealth Finance and Investment Forum</td>
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<td>11 - 13 Feb 2013</td>
<td>8th Annual DBSF Forum</td>
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<td>25 - 27 Mar 2013</td>
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<tr>
<td>22 - 26 Apr 2013</td>
<td>Commonwealth Cybersecurity Conference</td>
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## Personal Details

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## Payment Options

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- **Invoice**: Invoice me at the above address (Discounts do not apply, payment must be received by us prior to the above event’s start date)
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  - Reference: GB72COUT18000208367507  
  - Sort Code: 18-00-02  
  - Swift Code: COUT GB22  
- **Cheque**: Cheque enclosed, payable to “CTO HQ”

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## Additional Information

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

### Your role in the organisation

- [ ] Strategic/Executive
- [ ] Planning
- [ ] Control
- [ ] Operational
- [ ] Government
- [ ] Regulator
- [ ] Operator
- [ ] Manufacturer
- [ ] Other

### Your area of work in the organisation

- [ ] Business development
- [ ] Corporate affairs
- [ ] Customer service and care
- [ ] Engineering and technical management
- [ ] Financial, purchasing and investor relations
- [ ] IT/IP management
- [ ] Fixed network/services
- [ ] Mobile/wireless network/services
- [ ] Satellite network/services
- [ ] Internet
- [ ] Broadcasting
- [ ] Value-added services
- [ ] Support
- [ ] Other services

### Your organisation type

- [ ] Engineering
- [ ] Telecommunications
- [ ] Financial services
- [ ] Media
- [ ] Government
- [ ] Education
- [ ] Other

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<th>Regulatory and legal affairs</th>
<th>Telecoms network management</th>
<th>Human resources</th>
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## Data Protection / Privacy

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