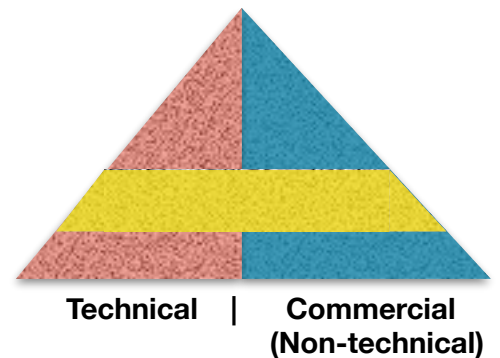


Programme in Enterprise and Technology Management

NQF Level : 6
Credits: 50
Duration: 6 months

The PETM is positioned at Middle Management within ICT companies. It merges the requisite technical skills with the required managerial skills to enable current and future leaders to excel at their tasks. The course aims to create an understanding of the dynamics between the business environment and the integration of technology and the role the latter plays in terms of taking the business forward. Groups will present Business Cases as part of the course.

Course positioning in Organisation



ITSI Learning Matrix > Depth of content covered >

Strategy | Technology | Environment

5G & Telco Futures	New ICT Opportunities	Innovation Management	Regulatory Environment	eTom, ITIL and Coblt
Technology drivers	Operations Management	Fibre, Cloud and Hosting	Management Training	Leadership Training

Telco - Business Model Canvas

Key Partners Network sharing, Outsourcing & Purchasing Management	Resources RAN and Core, Networks and Technology, Competitor networks	Value Proposition Strategy and Strategic Positioning	Customer Relationships CRM practices, Customer journey	Customer Segments Need analysis, Brand alignment, Marketing strategy, Marketing management, Competitive positioning
	Activities OSS / BSS, Network Management		Channels Customer Support	
Cost Structure CAPEX, OPEX, Budgeting, Costing structure, Key metrics		Revenue Streams Pricing Strategy, Bundling strategies		