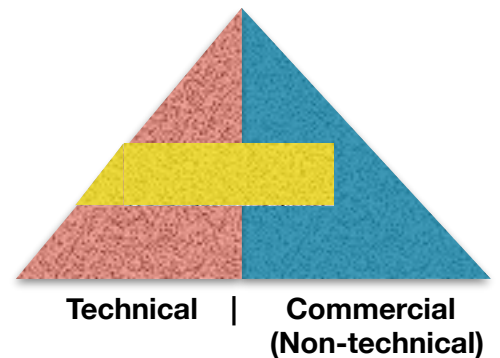


Technology Programme in Management Development

NQF Level : 6
Credits: 60
Duration: 6 months

The TPMD enables mid-level managers to understand the strategic and operational influence of technology decisions on the business environment. The programme merges key insights in the fields of technology strategy and innovation management with the needs of the market. The course aims to guide the participants to align the resource and activity systems of the organisation with the core needs of the market via the firm's Value Proposition.

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		