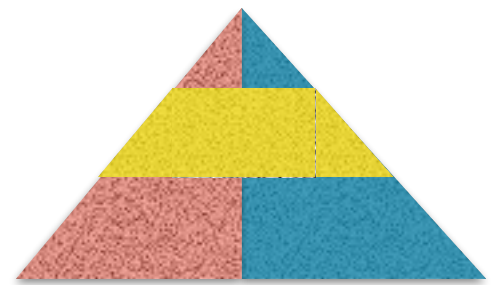


Telecommunication Master Class

NQF Level : 7
Credits: 25
Duration: 5 days

This short course is custom made for the busy executive or manager who requires a deeper understanding of Telecommunication strategy, technology, business plans and competing value propositions. The course covers inter alia the regulatory environment, competing marketing strategies and pricing strategies. It is the ideal course to understand the strategic and management challenges faced by Operators in the SA Telecommunication market.

Course positioning in Organisation



Technical | **Commercial (Non-technical)**

ITSI Learning Matrix > Depth of content covered >

Strategy | Technology | Environment

5G & Telco Futures	New Telco Opportunities	Innovation Management	Regulatory Environment	IOT, Security, AI Machine Learning
Technology drivers	Competitive Analysis	Fibre, Cloud and Hosting	Management Training	Leadership Training

Telco - Business Model Canvas

Key Partners Network sharing, MVNO strategy, 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	