

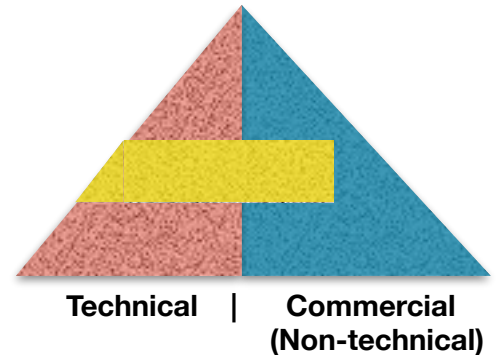
# Technology Programme in Management Development

**Notional hours: 500**

**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

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

Telco - Business Model Canvas

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