Telecommunication Management for Non-Technical Managers

**Notional hours: 150**

**Duration:** 3 days

This course is specifically designed for Managers and Senior Managers that do not have a Technical Background in Telecommunications. This course provides a fun-filled journey into the heart of telecommunication technology, which will leave the manager with a solid foundation upon which to make more effective management decisions.

**Course positioning in Organisation**

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

**Activities**

- OSS / BSS, Network Management

**Value Proposition**

- Strategy and Strategic Positioning

**Customer Relationships**

- CRM practices, Customer journey

**Customer Segments**

- Need analysis, Brand alignment, Marketing strategy, Marketing management, Competitive positioning

**Cost Structure**

- CAPEX, OPEX, Budgeting, Costing structure, Key metrics

**Revenue Streams**

- Pricing Strategy, Bundling strategies