# Programme in Enterprise and Technology Management

Notional hours: 500

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

Technical | Commercial (Non-technical)
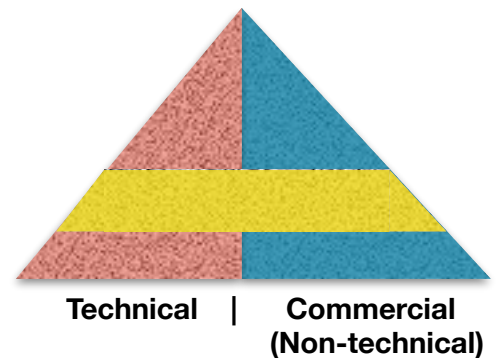
ITSI Learning Matrix
> Depth of content covered >

Strategy | Technology | Environment

5G & Telco Futures	New ICT Opportunities	Innovation Management	Regulatory Environment	eTom, ITIL and CobIt
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

Activities
OSS / BSS, Network Management

Value Proposition
Strategy and Strategic Positioning

Customer Relationships
CRM practices, Customer journey

Channels
Customer Support

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