

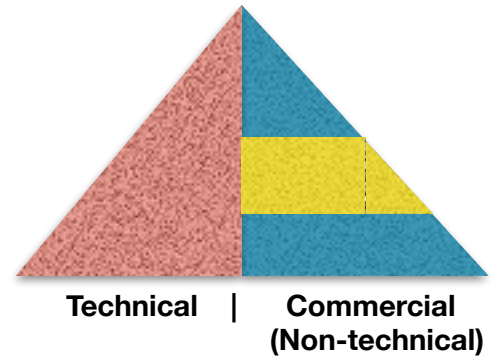
# Telecommunication Management for Non-Technical Managers

**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**



**ITSI Learning Matrix**  
 > Depth of content covered >

Strategy | Technology | Environment

<b>5G &amp; Telco Futures</b>	<b>New Telco Opportunities</b>	<b>Innovation Management</b>	<b>Regulatory Environment</b>	<b>IOT, Security, AI Machine Learning</b>
<b>Technology drivers</b>	<b>Competitive Analysis</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, MVNO strategy 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		