

**Telecoms & Tech  
Academy**

# **DIPLOMA IN TELECOMS BUSINESS**

Build in-depth, comprehensive knowledge and competencies of the telecommunications ecosystem



[www.telecomstechacademy.com/course/diploma-in-telecoms-business](http://www.telecomstechacademy.com/course/diploma-in-telecoms-business)

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# ABOUT THIS COURSE

The Diploma in Telecoms Business is a 10-month distance learning programme designed to get participants up to date with key telecoms competencies. The course focuses on telecoms finance, technologies and marketing, as well as customer, project and service management. Participants study 4 compulsory modules and choose 5 specialised modules, allowing them to customise the course towards areas of interest.

## Who will benefit?

This would suit anyone in the those who need a thorough grounding in telecommunications business as part of their job function, or those who have specialist knowledge in a specific area of telecommunications (business or technology), and wish to contribute and communicate more fully and effectively with the wider business. The programme is also ideal for those who have recently taken on a new post and need to develop knowledge and competency in a flexible and comprehensive way, including recent graduates

## The programme format

The modular structure allows you to customise the programme to support your aspirations and to fulfil your individual and organisational requirements, you study an introductory module, four core modules, followed by five elective modules.

Each module is designed to be studied over a period of a month and requires 20 hours of direct learning. Comprehensive courseware comprise written modules, self-test exercises, video tutorials, Live on Web tutor support, topic-specific webinars, supporting material, best practice discussion groups, and comprehensive learning packs.

Assessment is on-line and can be done in your place of work or study, subject to invigilation, and requires both short/multiple choice answers as well as longer written essay submissions.

## WHAT SETS THIS PROGRAMME APART?



The courses are examined and qualified by the biggest global provider of research, intelligence, events and training to the telecoms industry.



Through our mix of learning delivery methods and support, we keep you fully engaged to ensure you meet the required standard.



Flexible modular course structure allows you to study subjects most relevant to you and your business



Regular webinars are provided, covering the latest technologies, business processes and industry developments



You decide where and when to study and then set your own pace.



You will have full tutor support from a dedicated tutor with a wealth of industry experience

# COURSE SUMMARY

## Students complete 9 Modules

<b>Core Modules</b> (4 Modules)	<b>Specialist Modules</b> (Select 5)
<p><b>C1</b> Telecoms Business Environment</p> <p><b>C2</b> Finance for Telecoms Professionals</p> <p><b>C3</b> Marketing and Digital Services</p> <p><b>C4</b> Operating Effectively</p>	<p><b>E1</b> Telecoms Technologies</p> <p><b>E2</b> Project Management in Telecoms</p> <p><b>E3</b> Customer Engagement and Branding in Telecoms</p> <p><b>E4</b> Future Business Models for ICT Players</p> <p><b>E5</b> Customer Relationship Management in Telecoms</p> <p><b>E6</b> Sales and Value Chain Management</p> <p><b>E7</b> Budgeting and Forecasting in Telecoms</p> <p><b>E8</b> Access Network Technologies</p> <p><b>E9</b> Connected TV – Internet Protocol for Television</p> <p><b>E10</b> Managing Services, PCC and Billing</p>

## ENHANCED LEARNING SOLUTIONS

### Managed Learning System

Offers convenient and flexible access to resources such as course material, frequently asked questions, practice examinations and tutor support.

### Fully Illustrated Courseware

Soft copy course notes, data and analysis from the Ovum research team, practical exercises and self-assessment tests in preparation for exams.

### Tutorials

Regular informal tutorials to discuss the programme, ideas and progress, they give a chance to meet with tutors and other students online.

## Diploma in Telecoms Business

### Video Lessons

Informative videos used to outline key study points and to set the context for study and consolidate ideas, maximising learning and engagement.

### Live Webinars

Enhance your learning with live webinars, bringing the latest technologies and business management topics that

# SYLLABUS - Core Modules

## C1 - Telecoms Business Environment

- Comprehensive View of Telecoms Business World
- Shareholders and Stakeholders Views
- Key Business Goals
- Changing Competitive Landscape
- Using Technology to Satisfy C2 Market Needs

## C2 - Finance for Telecoms Professionals

- Excellent Grounding in Financial Matters
- Analyse and Apply Financial Concepts
- Principal Financial Documents (P&L, Balance Sheet and Cash Flow)
- Key Financial Ratios
- Cash Flow Forecasts

## C3 - The LTE Core Network (Evolved Packet Core)

- Marketing Converged
- Communications Services
- Customer Satisfaction and Loyalty Drivers
- Communications Marketing
- Objectives and Metrics
- Elements of the Marketing Strategy
- Segment-Specific Marketing
- Configuring Customer Solutions
- Pricing and Bundling Next-Generation Services
- Distributing Next-Generation Services
- Promoting Communications Solutions
- The Role of Telecoms and Third-Party Brands

## C4 - 5G

- The Telecoms Organisation
- Operational Procedures within Organisations
- Vendor and Supplier Management
- Processes and Procedural Flows



*"I was really enlightened. I liked how different topics were introduced and then developed..."*

# SYLLABUS - Specialist Modules (select 5)

## E1 - Telecoms Technologies

- The Technology Underpinning the Business
- Impact of Technology on Strategy
- Technology Concepts for Voice and Data
- Operations and Limitations of Technology
- Fixed and Mobile Technology Overviews

## E2 - Project Management in Telecoms

- Essentials of Building a Credible Project Plan
- Financial Resourcing and Planning
- Project Management Planning Cycle
- Risk Analysis and Treatment in Project Management
- Effectively Understand and Apply
- Project Management Tools

## E3 - Customer Engagement and Branding in Telecoms

- Moving from a Traditional Marketing Approach
- Delivering a Tailored Customer Experience
- Developing Deeper Customer Relationships
- Creative and Innovative Approaches to Marketing
- Two Way Marketing Approaches

## E4 - Future Business Models for ICT Players

- Overview of Legacy Business Models
- Next Generation Business Models
- Convergence of Telecoms, Internet and Broadcast
- Multi-Play Service Offerings
- Capex and Opex Implications

## E5 - Customer Relationship Management in Telecoms

- CRM Systems Approach
- Tailoring a more Intimate Customer Relationship
- Changing Customer Expectations
- Customer Loyalty and Retention
- CRM Toolkit

## E6 - Sales and Value Chain Management

- Organisation of Sales and Distribution Channels
- Concepts Underpinning Successful Sales
- Criteria for Judging Success
- Effective Sales Strategy
- Aligning Sales to Overall Business Strategies

## E7 - Budgeting and Forecasting in Telecoms

- The Role of Effective Financial Control
- Budgeting and Forecasting Best Practice
- Budgeting Processes and Control Systems
- Effective Budgeting and Control Tools
- Forecasting Principles and Processes

# SYLLABUS - Specialist Modules (select 5)

## E8 - Access Network Technologies

- Access Network Requirements
- Wireline Access Technologies
- Digital Subscriber Line
- Fibre Distribution
- Wireless Access Technologies
- 3GPP Networks UMTS, HSPA and LTE
- 3GPP2 Networks
- Wireless LANs and WiMAX
- Short-Range Wireless Technologies
- Access Network Architectures

## E9 - Connected TV - Internet Protocol for Television Transmission

- Digital TV Technologies
- Digital Broadcasting Standards
- Digital Processes
- Mobile Video
- IP Video
- Internet Video
- Digital Rights Management (DRM)
- Developing Video Technologies
- Case Studies

## E10 - Finance for Telecoms Professionals

- Fundamental Aspects of Billing
- Billing in the Broader BSS/OSS Context
- PCC (Policy Control and Charging) and Diameter
- IP Multimedia Subsystem (IMS)

*"The program was well structured and the instructional method was excellent..."*



**CABLE & WIRELESS**

**Telecoms & Tech Academy** is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses. To provide you with leading-edge knowledge, our learning is influenced by our partners including Ovum and Google.

**What competencies are you looking to build in your teams? Here's a snapshot of where we can help:**

**Building Technical Skills:**

- Big Data, Analytics & Artificial Intelligence
- Network Virtualisation (NFV & SDN)
- 5G Network Technology
- Emerging Services Including: Internet of Things, Smart Cities & Connected Innovation

**Telecoms & Leadership:**

- Our flagship Telecoms Mini MBA has trained over 15,000+ professionals
- Innovation & Digital Transformation
- Customer Focus



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