



Course	Telecommunications & IT Management																																									
Overview	<p>The course is designed for raising technical and strategic awareness in the effective development and use of telecommunications and information system infrastructures by organizations. The course is a marriage of technology, policy and management giving IT professionals and new industry entrants a broader view of how to apply and use networking technologies to solve business problems.</p> <p>The course equips executives with an understanding of the concepts of the new enabling technologies and provides a basis for the converging services of modern wireless networks, mobile telephony, portable computing and digital broadcast systems.</p> <p>Executives applying for this course are expected to be comfortable with telecom and IT principles. Topics covered will include basic concepts of telecommunication technology, issues related to the operational and strategic use of the technology, and the changing structure of the telecommunications industry.</p> <p>In addition an overview of the regulatory environment and how it affects the operation of the telecommunication industry will be presented. The course will also present select business case studies on issues related to access network technologies.</p>																																									
Objectives	<p>Having followed this course the participants will have the knowledge of:</p> <ul style="list-style-type: none"> ■ telecom cost management issues ■ worldwide telecom policies and regulations ■ creating RFPs/RFQs performing value analysis for different network technologies 																																									
Who should attend	<p>The course is addressed to:</p> <ul style="list-style-type: none"> ■ Telecom Marketing/Sales professionals ■ Telecom Managers and Engineers 																																									
Prerequisites	Basic knowledge on principles of Telecom and IT systems																																									
Dates & Duration	<ul style="list-style-type: none"> ■ February 20,21,22, 2011 ■ 3 days ■ 24 teaching hours 	<table border="1"> <thead> <tr> <th colspan="4">Class Daily Time Schedule</th> </tr> <tr> <th>Hr</th> <th>Starts</th> <th>Ends</th> <th>Intervals</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>9:30</td> <td>10:15</td> <td></td> </tr> <tr> <td>2</td> <td>10:15</td> <td>11:00</td> <td>11:00-11:15</td> </tr> <tr> <td>3</td> <td>11:15</td> <td>12:00</td> <td></td> </tr> <tr> <td>4</td> <td>12:00</td> <td>12:45</td> <td>12:45-13:00</td> </tr> <tr> <td>5</td> <td>13:00</td> <td>13:45</td> <td></td> </tr> <tr> <td>6</td> <td>13:45</td> <td>14:30</td> <td>14:30-14:45</td> </tr> <tr> <td>7</td> <td>14:45</td> <td>15:30</td> <td></td> </tr> <tr> <td>8</td> <td>15:30</td> <td>16:15</td> <td></td> </tr> </tbody> </table>	Class Daily Time Schedule				Hr	Starts	Ends	Intervals	1	9:30	10:15		2	10:15	11:00	11:00-11:15	3	11:15	12:00		4	12:00	12:45	12:45-13:00	5	13:00	13:45		6	13:45	14:30	14:30-14:45	7	14:45	15:30		8	15:30	16:15	
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Instructors	Course Led by Dr I. Tomkos, AIT Professor, Dr G. Yovanof, AIT Professor																																									
Training Methodology	<ul style="list-style-type: none"> ■ Interactive Sessions ■ State of the Art Techno Update ■ International Benchmarking 	<ul style="list-style-type: none"> ■ Research results ■ Exercises ■ Lab Demos 																																								
Course outline	<p>Session 1: The Industry & the Competitive Environment (6 hrs)</p> <ul style="list-style-type: none"> ■ The telecommunications profession <ul style="list-style-type: none"> ○ the role of Telecom managers/executives ■ The Information and Communication Technologies (ICT) industry <ul style="list-style-type: none"> ○ Market structure ○ Value chain of telecom services and interacting components ○ Organization structures ■ ICT Convergence <ul style="list-style-type: none"> ○ Key trends: Globalization, Convergence (of terminals, networks, services and markets) ○ Technology management in the new digital era <p>Session 2: The Technology - Telecom Systems & Networks (6 hrs)</p> <ul style="list-style-type: none"> ■ Broadband network technologies <ul style="list-style-type: none"> ○ Broadband networks: Core, Metro, Access ○ Wired-line Access : FTTx, xDSL, Cable, PLC ○ Wireless Access: Mobile, Fixed-Wireless, Satellite & Broadcast ■ Services enabled by broadband networks ■ New Applications & Services: VoIP, VoD, HDTV, Broadband Internet, Telematics, Grids ■ Key market sectors: e-commerce, e-health, e-government <p>Session 3a: ICT Policies & Regulations (3 hrs)</p> <ul style="list-style-type: none"> ■ Policy, Regulation and Standards <ul style="list-style-type: none"> ○ Regulatory processes ○ Regulatory reforms - Case study: Telecom act of 1996 ○ Telecom Standards ○ Telecom history: The Telecom Boom and Bust <p>Session 3b: The Corporate Organization - Telecom Cost Management (1 hr)</p> <ul style="list-style-type: none"> ■ Introduction to Telecommunications Cost Management <ul style="list-style-type: none"> ○ General Targets for Telecom Companies ○ How to Reduce Telecom Expenses 																																									



Session 3c: New Product Introduction – Innovation Management (1 hr)

- Business Plans and Value Propositions
 - Business models
 - Entrepreneurship
 - Guidelines for successful innovation

Session 3d: RFPs, Contract Optimization, and Outsourcing (1 hr)

- The Telecom Procurement/Contract Review
- Throwing it over the fence: Outsourcing
- Request For Information/Quotation/Proposals (RFI/RFQ/RFP)
- Creating and Analyzing RFIs/RFPs/RFQs

Session 4: Network Value Analysis (6 hrs)

- Techno-economic Network Analysis
 - Where does the Network Design fit in the overall Information Systems Development (e.g., Broadband Internet for All)
 - Modeling Methodology for Network Value Analysis
 - Techno-economic Evaluation Measures (CapEx/OpEx definitions)
 - Case Study: Value Analysis of Access Networks
 - (Passive Optical Network/PON vs. Fixed Wireless Access/FWA)
- Operators/ISPs network topologies: distribution of points-of-presence (PoPs)
 - Traffic demands and forecast
 - Setting up an indicative scenario (topology, customers, service bunch profile etc.)
 - Highlight advantages/disadvantages of the proposed technologies
- Comparative analysis based on market projection data.

Expression of Interest excedu@ait.gr please send your contact info, including program title in email subject line

Registration Form <http://hermes.ait.gr/registrations/multiple.php?prog=328>

Venue AIT, Building B7, INTRACOM Campus, 19 km, Markopoulou Av, Peania 190 02
How to Reach AIT: http://www.ait.edu.gr/ait_web_site/how_to_reach_us.jsp

Tuition Fee **Single Participation: € 790,00**



This course is also available for in-house training for 5-10 participants @ competitive pricing. OAED funding may reach up to 100%, for more information please contact us.

[Discount Policy](#) [Cancellation Policy](#)

Contact Katerina Protonotariou, Executive Education Manager, AIT, kpro@ait.gr, +30 210 6682806, extn 5806