Telecom Business Environment - (2 Days)

✦ Overview

This program provides a comprehensive overview of the Telecom Industry. As an existing or a new professional to the Telecom industry, an understanding of the markets and the surrounding business environment shapes success and growth. This program will help create a more knowledgeable workforce that can better represent the organization towards clients, suppliers and other industry fora. This course will provide you information delivered by way of in depth discussions and videos on the Industry. Senior Consultants from the Telecom industry having extensive exposure to the business environment in the Indian and Global Markets deliver this workshop.

✦ Course Pre-requisites

The course is applicable to teams from Business & Support functions (HR, Legal, Finance, SCM) Sales Managers, Customer Care and Operations Centre (NOC/TOC) teams. This course is also very relevant for new joiners into the Industry and new inductees into the company as a part of the induction program.

✦ Course Summary

- The Key Global Macro-indicators
- Telecom Regulatory bodies – The India context
- The Service Provider Value Chain and key players
- APAC Telecom market – Highlights
- Indian Telecom Market – A detailed Analysis
- Devices, VAS and Application Stores
- Technology evolution – 2G to 4G
- Spectrum concepts and License regulations
- Major highlights in National Telecom Policy, 2012

✦ After attending this program, you should be able to

- Develop a deeper understanding of the Telecom Industry
- Better understand current challenges and future trends of the industry
- Be more prepared to handle discussions in different industry fora