

Foundation in Telecoms (Distance Learning)

Programme Format:

Format:	Distance Learning
Duration:	3 months
Assessment	Optional . On-Line exam (Multi-Choice)
Courseware	Hardcopy and Soft Copy
Tutor Support	Full Tutor Support throughout the programme Regular Webinars and Tutorials
On-Line Support	Courseware via the Managed Learning System Full resource support via the Virtual Campus (With resource alerts)
Pre-requisites:	Nil

Programme Description:

Companies involved in the telecoms sector need high quality people with the right knowledge and competences in order to keep ahead of the competition. This short Distance Learning programme has been designed with this requirement fully in mind.

Modular in format, students follow three comprehensive core training modules - telecoms Industry and business environment, telecoms technologies, and the telecoms customer proposition (services, marketing, branding).

Tutor support via the Virtual Classroom, and resource support via the Virtual Campus ensure participants are able to maximise their learning in a flexible and pro-active environment. Regular Webinars and Tutorials are designed to keep participants engaged and progressing. The programme is examined (optional) through an on-line final examination . successful completion of which leads to the award of a certificate.

The programme draws on the Telecoms Academy's extensive experience of delivering a wide range of telecoms technology and business programmes as part of the Faculty of Technology and Engineering, and the Faculty of Telecoms Business, as well as high quality Distance Learning programmes as part of the Distance Learning Faculty.

Who should participate?

The course would benefit those looking to start a career in the telecommunications industry, or those looking to consolidate their existing knowledge in order to lay a firmer foundation in their chosen career.

It is especially suitable for graduates looking to take the first step towards a career in communications. Those who choose to take the exam will be awarded a certificate on successful completion.

Learning Objectives:

By the end of the core modules, the participant should be able to:

- Describe the overall evolution of the telecommunications Industry - identifying the key business goals of the industry as it embraces multimedia and feature-rich applications in addition to more traditional voice and messaging-based services
- Identify and explain the fundamental capabilities, limitations and characteristics of the underlying communication concepts and technologies
- Discuss with confidence how the customer proposition is changing, and is likely to evolve, including the marketing and product / service mix

Benefits to the Student:

Successful completion of the course will bring the following benefits:

- Brings accelerated learning in different areas of telecoms into a single integrated and well-managed programme . where participants are challenged to succeed, and are (optionally) examined to ensure the required standard is achieved
- Developed and delivered by Informa Telecoms Academy . one of the biggest names in telecommunications training, and Informa Telecoms & Media . the biggest name globally in Telecoms Business Intelligence and Analysis
- Flexible learning . with complete tutor support via the Virtual Classroom, and on-line resource support via the Telecoms Virtual Campus
- Regular Webinars and Tutorials keep the participants engaged and progressing
- Accelerates research and fact finding in the different areas of telecommunications

Module Summary

Telecoms Business Environment

Telecoms Technologies

Telecoms Customer Proposition (services, marketing, branding)

Module Details

Telecoms Industry and Business Environment

This module provides a comprehensive look at the evolving telecoms business world . from shareholder to customer. It looks at the key business goals, the changing competitive landscape and wider market, and the underlying technology - as an enabler for the customer proposition (services, products and applications).

The module sets the context for the programme, and covers key elements of the business environment in which telecoms companies find themselves. The requirements and position of shareholders, telecom operators, vendors, service providers, partners, and very importantly, the customer, within the industry are all examined.

Telecoms Technologies

Technology underpins all business activity within the various Telecoms sectors, and all professionals working within the industry should understand the impact of technology evolution on company strategy and positioning. This module outlines the fundamental technology concepts and explores the various technologies that support modern communication services, including those that underpin next generation mobile, fixed, and converged networks and services.

This module looks at technology as an enabler, providing an excellent grounding in modern techniques . including capabilities, limitations, basic operation, and both relative complexity and cost. The systems are broken down into the fundamental building blocks that enable even complex systems to be easily understood at an overview level.

Telecoms Customer Proposition (services, marketing, branding)

Ensuring the provision of a viable and competitive customer proposition is vital to the success of a telecoms operator, and in turn, the telecoms vendors (handset and network), and service providers. A key element of ensuring that success is communicating the proposition effectively.

This module provides useful insights into marketing and positioning strategies employed within the telecommunications industry. It focuses on the products that are developed within different market environments, and the marketing communications techniques that are employed.

Programmes delivered by Distance Learning

Benefits of Distance Learning:

- Brings accelerated learning into a single integrated and well-managed programme
- Developed and delivered by Informa Telecoms Academy . one of the biggest names in telecommunications training, and Informa Telecoms & Media . the biggest name globally in Telecoms Business Intelligence and Analysis
- Highly experienced trainers and experts that are at the forefront of communications training globally
- Tried and tested .
 - Telecoms Academy trainers are very experienced in delivering training via Distance Learning and via the Virtual Classroom, ensuring participants remain engaged and progressing
 - The Telecoms Academy portfolio currently has fully developed Distance Learning programmes that have been fully tested and delivered very successfully
- Flexible learning .
 - with complete tutor support via the Virtual Classroom
 - hard copy courseware included, as well as soft copy available to download
 - recorded Virtual Classroom sessions hosted by the Telecoms Academy Learning Management System (LMS) available to view later as required (as a refresher, or for those that were unable to attend the live session on-line)
 - Access to additional resources via the Telecoms Academy Virtual Campus

Virtual Classroom and Virtual Campus Platforms:

Telecoms Academy uses the industry leading Adobe Acrobat Connect Pro Learning Management System . incorporating a comprehensive Virtual Classroom environment. There are many benefits to using this particular platform, and it was selected by Telecoms Academy after a lot of research and testing. Information on the system and the different features can be found at:

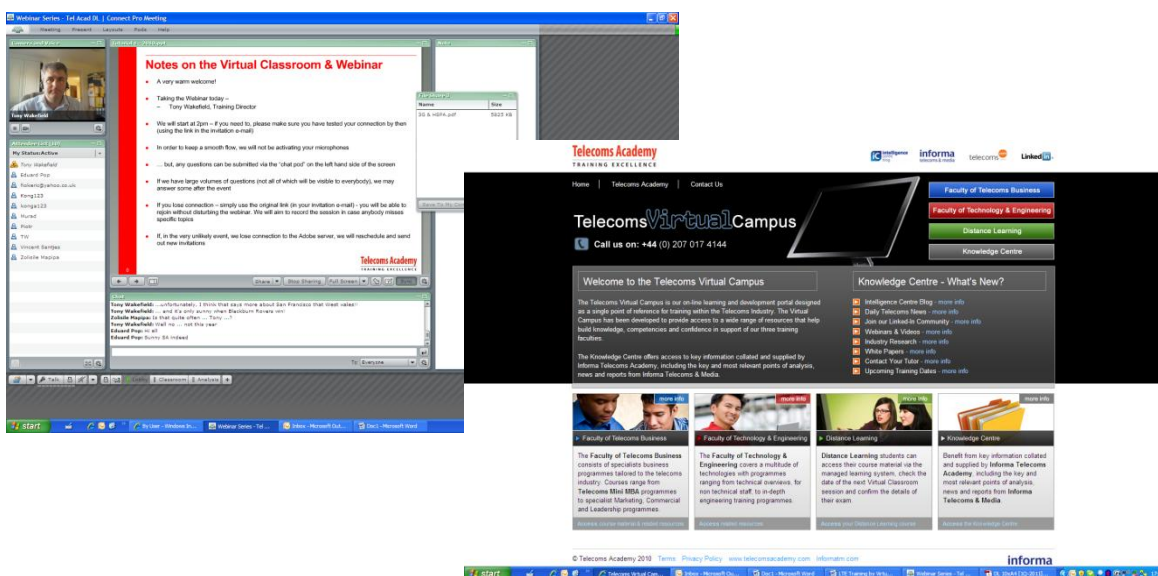
<http://www.adobe.com/products/adobeconnect.html>

One particularly useful feature is the ability to record webinars so that those who cannot attend through illness or other commitments can easily view the session at a later date. The different interactivity features on the system have also been found to be extremely valuable.

Importantly, the Telecoms Academy trainers are very experienced in using the Virtual Classroom and can manage the on-line webinars and tutorials in a way that ensures maximum engagement, progression and results, and creating an environment and ethos that maximises learning . benefiting both the participant and the wider organisation.

Supporting the Virtual Classroom / Learning Management System is our on-line learning and development portal designed as a single point of reference for training within the Telecoms Industry. The Virtual Campus has been developed to provide access to a wide range of resources that help build knowledge, competencies and confidence in support of our three training faculties.

The Knowledge Centre offers access to key information collated and supplied by Informa Telecoms Academy, including the key and most relevant points of analysis, news and reports from Informa Telecoms & Media



Screenshots: Virtual Classroom and Virtual Campus