



Course	<b>ICT Convergence</b>																																											
Overview	The purpose of this course is to provide participants with an understanding of the key technical and managerial issues in the effective product and service development in the Information and Communications Technologies (ICT) sector. Foci include an overview of key technological trends and the telecommunications industry structural changes; an introduction to the phases of a new product and services development process; the development of successful business and marketing plans; and, methodologies and tools for techno-economic value analyses. The course is comprised of three main modules covering the themes of: Technical management for the ICT industry, Strategic marketing of products and services, and, Techno-economic value analysis. Participants will gain practical insights through sector specific case analyses.																																											
Objectives	Having followed this course the participants will have the knowledge of: <ul style="list-style-type: none"> <li>■ Technical management issues for network operators and equipment vendors</li> <li>■ Market analysis and positioning</li> <li>■ Creating successful Business Plans</li> <li>■ Developing an effective and efficient marketing Plan</li> <li>■ Value analysis on the basis of techno-economic studies</li> </ul>																																											
Who should attend	<ul style="list-style-type: none"> <li>■ Telecom Marketing/Sales professionals,</li> <li>■ Telecom Managers and Engineers</li> </ul>																																											
Prerequisites	<ul style="list-style-type: none"> <li>■ No mandatory prerequisites</li> <li>■ experience in related fields is recommended</li> </ul>																																											
Dates & Duration	<ul style="list-style-type: none"> <li>■ Nov 02,03,04, 2011</li> <li>■ 3 days</li> <li>■ 24 teaching hours</li> </ul>			<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	<b>Course Led by</b> <u>Dr. G. Yovanof</u> , AIT Professor <u>Dr. L. Polymenakos</u> , AIT Professor																																											
Training Methodology	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ International Case studies</li> <li>■ Programming</li> <li>■ Exercises</li> <li>■ Lab Demos</li> </ul>																																											
Course outline	<p>The course will be held in the form of presentation with an extended questions/answers session. The course content per module includes:</p> <p><b>Module I: ICT Management</b></p> <p>Strategic ICT management is examined as a management process of building a sustainable competitive advantage through an overview of key technological trends and the telecommunications industry structural changes; an introduction to the phases of a new product and services development process. Key concepts of innovation management will be introduced and basic business models will be presented that can be used to evaluate the market potential of these products. Therefore, key technical and managerial issues in the effective development and use of novel technology platforms for broadband access networks will be presented.</p> <p>The Industry &amp; the Competitive Environment</p> <ul style="list-style-type: none"> <li>■ The Telecom &amp; IT Industries – Key trends, Convergence scenarios</li> <li>■ The restructuring of the telecommunications industry –</li> <li>■ The shift from vertical to horizontal configurations</li> </ul> <p>The Telecom Organizational Management</p> <ul style="list-style-type: none"> <li>■ Creating Value: Industry Analysis and the Patterns of Technological Change</li> <li>■ Product lifecycle and process development</li> <li>■ Frameworks of Strategic Management</li> <li>■ Innovation Management - New Approaches to Innovation in the Era of the Connected Economy</li> <li>■ Capturing Value: Formulating Innovative Technical Managerial Strategy</li> <li>■ Business models for the Global Economy</li> <li>■ The Value Proposition &amp; The Business Plan</li> <li>■ New operational forms – the forming of alliances, outsourcing, joint ventures.</li> </ul> <p><b>Module II: Strategic Marketing of Services &amp; Products</b></p> <p>The methods and principles of marketing new technology-based products and services are introduced with a focus on innovative strategies for bringing them to market. The issues of creating and capturing a value, competitive strategy, pricing, customer service, international market differentiation, and new</p>																																											



product launches are presented. The strategic role of marketing as an integrated part of the product development process and its role in the overall strategic planning of the firm are discussed. Qualitative and quantitative market research techniques, including sampling and data collection procedures, demand forecasting, and product research and test marketing are presented.

Strategic Marketing

- Market-Driven Strategy
- Corporate, Business and Marketing Strategy
- Financial Analysis for Marketing Planning and Control
- Designing Market-Driven Strategies
- Market Targeting and Strategic Positioning
- Developing a Marketing Plan
- Market-Driven Program Development
- Pricing and Value Chain Strategy
- International Marketing of Products and Services

**Module III: Techno-economics for Value Analysis**

Value analysis studies are an integral part of every strategic marketing and business plan related with new products and services in the ICT industry. They are commonly used to compare important parameters such as capital and operational expenditures, life-cycle costs, revenue streams, discounted cash flows, and techno-economic evaluation measures such as the net present value and the internal rate of return. Such studies offer a measurable output and can be used to support the decision making process related with the business or the market that a company should be in, the potential of certain technology solutions, the future of internal R&D projects, etc. In this course the methodologies and tools for technology/product planning and value analysis based on techno-economic evaluation measures will be described and analyzed.

Expression of Interest [excedu@ait.edu.gr](mailto:excedu@ait.edu.gr) please send your contact info, including program title in email subject line

Registration Form <http://hermes.ait.gr/registrations/multiple.php?prog=31>

Venue Classroom 1A, Level 1  
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](http://www.ait.edu.gr/ait_web_site/how_to_reach_us.jsp)

Tuition Fee **Single Participation: € 990,00**  
This course is also available for in-house training for 4-10 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.edu.gr](mailto:kpro@ait.edu.gr), +30 210 6682806, extn 5806

