

Certificate Program on Telecom Technology and Management

Duration: September'2013-February'2014

Venue: IIT Delhi

Class Schedule: Weekend Classes (Saturday Evening and Sunday Morning)



Indian Institute of Technology Delhi
under the aegis of



Foundation for Innovation & Technology Transfer
(FITT) IIT Delhi.

ABOUT IIT DELHI

The Indian Institutes of Technology Delhi is known for Centre of Excellence for higher education, training, research and development in Science, Engineering, Technology and Management in India. The Institute emphasizes on research based educational and academic deliverables which have high industrial and societal impact.

ABOUT THE PROGRAM

This Certificate Program is a constituent of the technical and managerial concepts of telecommunications with a delivery mechanism that is fashioned at IIT Delhi which will help the students in gaining a holistic perspective about the telecom industry. This program held under the Aegis of FITT is the unique program and first of its kind tailored to address various current issues for contemporary learning. FITT is the Industrial Interface of IIT Delhi. FITT has been in mission mode for effecting the interface between the institute and the industry. It has been devising innovative ways to create partnerships and linkages with business and community to enable knowledge transfer for common good.

PROGRAM OBJECTIVE

- The objective of the program is to facilitate the creation of a Managerial and Technical expertise in Telecommunications domain.
- Understand the Basic Principles of Telecom Management.
- Gain a clear picture of Telecom market and its future trends.
- Developing a holistic view of Telecom Sector both from the technical and managerial perspective which will assist in improving problem solving capabilities in this sector.
- Gain technical and managerial expertise to establish or influence policy making, technology adoption and standards decisions, create cost models for new technology implementations, grasp the organizational and user implications of networking

COURSE OVERVIEW

PROGRAM STRUCTURE

The Package Design of the Program is modular and sequential in three phases, the successful completion of which will lead to the award Certificate in 'Telecom Technology and Management'.

Phase I: Foundational Inputs in Management Process and Organizational Behavior, Business Economics, Business Accounting, Telecom Management Concepts and Technology. Signal Systems, Analog Communications, Concepts of Digital Communications, Overview of Broadband Communications and Networking.

Phase II: Telecom Administration and Telecommunication Economics and Policy Strategic Marketing, Project Management, Service Marketing, Project Finance Overview, Enterprise Support Systems, Wireless, Information theory and Security, IPR, Quality Management of Service, Quality of Services in Telecom, Mobile Application Development, Relationship Marketing, Retail and Distribution Management.

Phase III: Entrepreneurship Development, Project Report, Presentations.

Note: The attendance of 65% is mandatory for entitlement of award of 'Certificate in Telecom Technology and Management'. Participants will be required to prepare a Project Report and present the same during the final stages of the program.

TOPICS FOR DISCUSSION

- **Basic Principles in Management:**

Fundamental concepts of Marketing and Brand Management, Introduction to Financial Management, Organizational Structures, Major Schools of Thought, Organization Process, Organization Interdependence and Organization Evaluation.

- **Marketing Management Module (with focus on Telecom Sector):**

Marketing Challenge and Opportunities; Market Measurement and Segmentation; Marketing Planning; Marketing Mix; Product attributes, Branding & Packaging; Pricing; Distribution Channels; Advertising & Sales Promotion; Personal Selling; Sales Force Management; Services Marketing; Rural Marketing; International Marketing; Case Studies.

- **Accounting and Financial Management Module (with focus on Telecom Sector):**

Fundamentals of Accounting, Book Keeping, Management and Cost Accounting; Balance Sheet, P&L Statements, Preparation and Interpretation; Working Capital Management; Capital Budgeting; Sources of Finance; Tax planning; Governmental Interface.

- **Human Resource Management Module (with focus on Telecom Sector):**

Overview of Organisation Design and structure; Human Resources Selection and induction; Performance Appraisal; Inter-personal Relations; Leadership; Communication; Motivation; Stress Management; Team building; Time management.

- **Introduction to Indian Telecommunication Industry:**

Introduction to Signals ,Systems, Analog Communications; Concepts of Digital Communications, MIMO,OFDM ;Introduction to standards ,Introduction to wireless communications and Mobile Standards; Overview of Broadband Communication; Networking Overview; Image and Video Coding; Speech and Audio Coding; Information Theory and Security in Communication.

ELIGIBILITY

Engineering Graduates / Management Graduates / Final year Engineering students/Graduates/ Working Professionals/MCAs/ Entrepreneurs.

Course Fee:

**The program fee is Rs 65,000(Sixty Five Thousand)
which can be paid by Demand Draft (only)
Favoring “FITT, IIT Delhi.” (Payable at Delhi)**

HOW TO APPLY

To apply for admission the candidate is required to download the application form from the website (www.ttm-iitd.in) and send it along with your photograph and graduation certificate/final mark sheet/last semester mark sheet(those appearing in final year) to the following address.

Dr Mahim Sagar

Program Coordinator
(5th Floor, ROOM NO: 506)
Department of Management Studies
Vishwakarma Bhawan
Indian Institute of Technology Delhi,
Hauz Khas, New Delhi - 110016.

The shortlisted candidates would be called for a personal Interview on 11th of August'2013.

Class Timings:

- Saturday -5:30 P.M. to 8:30 P.M
- Sunday - 9:30 A.M. to 12:30 P.M

Last date for receiving Applications :

31st July'2013

PROGRAM COORDINATOR:

- Dr. Mahim Sagar
- Dr. Brejesh Lall

CONTACT PERSON

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For Further enquiries please visit our website
www.ttm-iitd.in



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