

Telecommunications management and strategy

Ewan Sutherland

GSTIT.edu.et

Graduate School of Telecommunications & Information Technology

Introduction

- Objectives
- Course structure
- Assignments
- Materials

Objectives

- The formulation and analysis of corporate strategy
- Familiarity with principal concepts and techniques
- Experience in applying these
- Develop an understanding of the interaction between technology, regulation, markets and strategy
- Integration with other courses
- Improve your communication skills

Course structure

- Corporate strategy
- Regulation, technology and strategy
 - the telecommunications industry
- ICTs and corporate strategy

Assignments

- In groups/syndicates/teams (3 x 25%):
 - corporate strategy assignment
 - telecommunications industry assignment
 - building an information business
- Individually (5 x 5%):
 - case-study write-ups

Corporate strategy assignment

- Select an organization of interest to your group
- Strategic analysis of the chosen organization:
 1. A description of the business "landscape" on which the organisation competes
 2. An assessment of its competitive position on that "landscape"
 3. Possible strategies (defensive, offensive and multi-business)
 4. Conclusions
- Presentation of not more than fifteen minutes with slides (with handout notes)
- Five minutes will be available for questions and answers
- One slide by 20 March describing:
 - the organisation to be analysed
 - the issues you expect to encounter
- Six slides covering parts 1 and 2 (by 25 March)
- Six slides covering part 3 (by 31 March)
- Two slides covering part 4 (by 7 April)
- Presentations on 10 April 2006

Telecom industry assignment

- Similar to corporate strategy, the team should select:
 - an operator or
 - service provider or
 - manufacturer of ICT equipment
- Presentation of not more than fifteen minutes with slides (with handout notes)
- Five minutes for questions and answers from class members
- One slide by 31 March describing the:
 - organisation to be analysed
 - the issues expected to be encountered
- Six slides covering parts 1 and 2 (by class 5)
- Six slides covering part 3 (by class 10)
- Two slides covering part 4 (by class 12)
- Presentations on 24 April 2006

Building an information business

- The project is to create an information-based business
- The delivery platform for your new product or service should be a network or networks of your choice. You can re-package existing or propose new products and services
- A presentation of not more than fifteen minutes with appropriate use of presentation or multimedia software
- Five minutes will be available for questions and answers
- Your report should identify:
 - the customer group (its unmet needs and wants)
 - the features of the product or service that will provide for those needs and wants
 - the business plan should provide sufficient financial details to allow a venture capitalist to consider whether to have an initial meeting with your team.
- Evaluation criteria will include:
 - creativity of the underlying service
 - evidence supporting the potential of the products and/or service
 - feasibility
 - professional quality of the presentation
 - effective use of the chosen media
- Presentations on 8 May 2006

Materials

- Strategy texts:
 - Robert Grant (2005) “Contemporary strategy analysis” Fifth Edition, Blackwell Publishers, Oxford.
 - Robert Grant (2005) “Cases to accompany contemporary strategy analysis” Fifth Edition, Blackwell Publishers, Oxford.
- On-line materials
 - Many links provided on the syllabus pages

Ewan Sutherland

- <http://.www.3wan.net/teaching/strategy2006/>
- 3wan [at] 3wan.net
- skype://sutherla