

# **TCN-5640 Telecommunications Enterprise Planning and Strategy**

## **Catalog Description**

Methodologies for re-engineering, project management, strategic planning, change management, RFPs, and life-cycle management within the telecommunications and IT arena.

## **Prerequisites**

Graduate Standing / permission of the instructor.

## **Type**

Required for MSTN

## **Course Objectives**

This course examines theory and practice of telecommunications enterprise planning and strategy processes. Learning outcomes include familiarity with the essential requirements for the successful planning of a new telecommunications and networking venture and essential requirements for the development of a successful telecommunications and networking new venture plan.

## **Topics**

1. Overview of Telecommunications Industry: changes and actors in the telecom industry
2. Strategy in Telecom entrepreneurial companies
3. Telecom product development
4. Developing a Telecom business plan
5. Telecom Market Analysis segmentation & planning
6. Telecom product cycle
7. Assessing Telecom technology ventures
8. Evaluating a telecom business plans
9. Legal issues, corporate governance and fundamentals of intellectual property
10. Case studies

## **Textbook**

All of the assigned required and recommended reading material assigned will be on the class website. Students are responsible for using the Uniform Resource Location (URL) addresses provided on the website to locate the assigned material. The course syllabus itself will be on the Web, with links to all the assigned reading material.

## **Last Update**

Dr. Niki Pissinou 9/1/2012