



## TRAINING WORKSHOP OUTLINE

<b>Title:</b>	<b><i>Strategic Management for ICT</i></b>
<b>Dates:</b>	<b><i>18<sup>th</sup> and 19<sup>th</sup> October 2014</i></b>
<b>Duration:</b>	<b><i>2 days</i></b>
<b>Venue:</b>	<b><i>Crossroads Hotel, Lilongwe, Malawi</i></b>

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### Course Overview

This module aims to analyse the strategic management issues inherent in the convergence of Telecommunications, E-Commerce, Digital Media and IT, namely Information and Communication Technologies (ICT).

The module content will help the student analyse key market uncertainties faced by ICTs, in whichever country/region he/she is based or are active in the delivery of services. The development of strategic planning and development to meet the challenges of the global competitive ICT environment will be covered. Tools and techniques for creating business advantage, such as customer relationship strategies, new business and operating models and the understanding of customer and product profitability will be included. In addition, approaches to developing products in a customer focussed and timely manner (such as Quality Function Deployment) will be analysed. Finally, an analysis of financial methods and decision making for ICTs will be reviewed (including investment cases and management accounting).

The student will be presented with a range of corporate strategic approaches, backed up by the analysis of case studies for major new ICT companies such as Skype, Mozilla, Amazon and Google. Emphasis will be placed on how these new business models enable revenue and profit to be generated. The module will also enable delegates to apply these approaches and techniques to their own company or sector of interest.

### Indicative Content

- Introduction to module – C&W case study
- Telecoms and ICT Statistics
- Business Strategy Approaches
- Capital Investment Appraisal
- Risk based decision making

- Supply Chain optimisation
- e-business
- Strategic Change Management
- Case Studies (Skype, Google, Mozilla and Yahoo)
- Customer Segmentation
- Quality, Function and Deployment
- Technology Trends
- Network Economics in an IP world
- Convergence
- Assignments Preparation

### **Learning Outcomes**

There should be between **3-5 Learning Outcomes** per module. These should be expressed at the appropriate academic level and should be reflective of the brief description and indicative content as detailed above. All Learning Outcomes must be assessed.

On successful completion of the module, the student will be able to:

1. Research and review the current 'best practice' for the strategic management of ICT companies;
2. Analyse the profitability and payback of new product investment opportunities;
3. Investigate how products can be developed to meet the needs of customers in a timely and cost effective manner;
4. Systematically evaluate the business propositions of new ICT companies;
5. Develop strategies to apply the tools and techniques covered to their own company or sector of interest.

### **FACILITATOR BRIEF:**



Professor Derek Godfrey was Deputy Vice Chancellor at Buckinghamshire New University until his retirement in September 2014. At Bucks, he was responsible for HR, Finance, Student Experience, IT, Campus & Estates, Academic Quality, International and Business Systems Directorates. From 2005 to 2007, he held senior management roles at Cable & Wireless covering business planning, financial management & budgeting and network economics (2005 to 2007)

From 1998 to 2005, he was part of the senior management team at Energis (an alternative telecoms network provider). He was the Associate Dean for Research and External Affairs for the School of Engineering at Coventry University between 1995 to 1998. He worked for British Telecom in senior management and research positions between 1989 to 1994, at GEC-Marconi between 1981 to 1989 and Plessey between 1978 to 1981.

He has proven leadership ability in both University and commercial environments; expertise in the development of a University to meet the widening participation agenda whilst

maintaining academic standards; multi-million pound financial expertise; extensive experience in leading major people change programmes; ability to instigate and deliver through partnerships; key expertise in strategic vision setting and business planning; committed to the delivery of excellence through providing leadership and direction of multi-functional teams.

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