

Certificate in Mobile Broadband Business Development

Duration: 5 Days

ExcelsiaCom Solutions **Certificate in Mobile Broadband Business Development** is an extensive five day program that covers four main topics which are at the intersection of technical, marketing, financial, and regulation aspects of future mobile broadband communications. The main focus of the program is put on business development for broadband wireless access technologies. The curriculum is carefully designed and delivered by a board of experts who are internationally recognized in their fields, and are active in leading organization bodies such as ITU and IEEE. The topics are linked together through an end-to-end workshop to deepen the understanding of the concepts introduced during the different sessions, and allow the delegates apply them into practical case studies.

Program Overview:

1. Technology:

- Especially designed for business professionals with no prior telecommunications engineering background.
- Comprehensive non-technical overview of the plethora of emerging wireless technologies.
- Overview of UMTS/HSPA and CDMA/EVDO.
- Special focus on LTE with extensive comparisons with WiMAX.
- Emerging services such as multimedia broadcast multicast and mobile TV.

2. Marketing

- Marketing and geo-marketing of broadband mobile data.
- Deep understanding of the driving factors governing the mobile broadband market.
- Extensive study of market diagnosis and segmentation techniques.
- Analysis of customer satisfaction assessment methods.
- Real-world business plans and roadmaps of network and service evolution.

3. Finance

- Financial aspects of broadband mobile network deployment.
- How to make money from emerging mobile broadband services.
- Extensive study of pricing models used in broadband mobile data.

4. Regulation

- Clear picture of major regulation constraints that should be considered when developing a broadband wireless service.
- Extensive coverage of spectrum usage for mobile broadband systems.
- Interconnection regimes for mobile broadband data.
- Insights on the universal service from a regulatory perspective.

5. Workshop

- An end-to-end workshop made of practical case studies linking together the four topics.
- Insights on practical problems and simulated team environment.

Ubiquitous mobile broadband is no longer a hype, it is a reality now!

Target Audience :

This program is suitable for junior/senior business development consultants and managers working in the mobile communications sector and willing to excel their business development skills in the area of mobile broadband networks and services.

Medium of Teaching :

Our instructors have perfect command of english and french.

Place and date :

Contact us.

Cost :

Contact us.



Contact: training@excelsiacom.com
web: www.excelsiacom.com