



5 Days Accelerated Management Course

High quality training for Communications Managers

Lisbon, 19 – 24 June 2017

Porto
Business School



Academia





Method of delivery

The course will be delivered in Portuguese, face-to-face in Lisbon, Portugal

Objectives

This initiative aims to deliver high quality and certified training for managers of the Communication Sector, providing a broad approach to capacity building by giving the participants the unique opportunity to understand the latest technological developments in communications and the resulting challenges in terms of regulation and competition, while exploring and developing management skills that impact their leadership roles and strategic positioning in the companies they work in.

The legal subject matters aim at providing participants with practical knowledge on the way law and regulation has been (and is expected to be) applied to the various segments of the telecommunication sector, both in Europe and in other regions of the world and in particular in Africa.

Dates

19th to 24th June 2017

Duration

40 hours of lecturing / 14 hours of self-study

Training Fees

2.250 USD

Registration

To be able to register for the course you MUST first create an account in the ITU Academy portal in [this link](#).

Registrations close on the 10th of June



Learning Outcomes

At the end of the training the learners should be able to:

- Understand the latest technology developments in communications and the resulting challenges in terms of regulation
- Explore and develop management skills that impact their leadership roles and strategic positioning
- Understand how law and regulation has been applied to the various segments of the telecommunications sector both in Europe and in other regions of the world

Target

This training is targeted at senior managers and managers of the Communication Sector.

Evaluation

The evaluation will be assured through an overall exam taken at the end of the course.

The exam will last an hour and is composed by twenty multiple-choice questions. The exam has a minimum passing grade of 10 points.

PROGRAM

LEARNING MODULES

Leadership Styles

- Motivation to Lead?
- Leadership Styles and Management Skills - Individual Feedback
- Building Skills Profiles – Team Building Activity

Fundamentals of Economic Regulation in the Electronic Communications Sector

- General Overview
- National, Regional and International Regulation
- “Designing” National Regulation and Public Policies
- Main Competition Issues and Concerns in the Electronic Communications Sector

Regulation of the Electronic Communication Sector – An Overview of the Main Challenges

- Infrastructure sharing
- Spectrum management
- Convergence
- Universal service & universal funds
- International roaming
- Licensing and convergence
- Pricing regulation
- Consumer protection
- Next Generation Networks
- Over-the-top (OTT)
- Net neutrality
- Submarine cables
- Digital Terrestrial Television
- Satellite communications

Regulating the Digital World

- Internet
- Zoom into some of the challenges

Cybersecurity, Cyberdefense & Privacy in a Digital World

- Cybersecurity & Cyberdefense in the Electronic Communications Sector
- Privacy and Data Protection
- Challenges and opportunities



Management and Regulation: The Perspective of the Regulator

- Independence of the Regulator
- Legal challenge of the regulatory decisions
- Asymmetry of Information
- Regulatory Capture
- Decision-making Process

Key Performance Indicators

- Framework of a management control system
- Traditional Management Control
- Strategy and performance monitoring
- Key Performance Indicators (KPI's)
- Behavioural Aspects of Management Control and Performance Evaluation

Project Management

- The role of projects in the strategies of the companies: implications for the executive team
- A key factor for success: the scope of the project
- Management of Stakeholders
- Planning the project: budgets, plans for the project, networks and decisions
- Risk management
- Development of effective project teams

Negotiation

How to develop the negotiation competence

- Competences of the negotiator
- Evolution of the negotiation
- Fundamentals
- Good outcomes in negotiation
- Cooperation and competition
- Reservation and opening points
- Zone of Possible Agreement
- Negotiation case & exercise

People Skills

In this session, we will address the following leadership skills:

- Strategic Thinking
- Creative Thinking
- Decision-Making
- Leadership