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# 3<sup>day</sup> MBA in Telecoms

19 - 21 October 2009, London

**Intensive Masters in Telecommunications for operators, service providers, regulators, financiers, lawyers and government authorities**

**Explore real-world lessons** they don't teach you at work, or on other MBAs - in just 3 days

**Understand** telecommunication jargon and terminology. Communicate with colleagues and clients using a "common language". We make it easy

**Gain** a solid grounding in telecoms technologies, infrastructures, networks, applications, systems, devices, and regulations to expand your knowledge and career prospects

**Examine** the impact of converged and new-generation networks

**Compete** effectively as regulations change, opening up new market opportunities for your business

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**Your presenter**

Internationally renowned telecom educator, Lillian Goleniewski, President, The LIDO Organization, Inc based in California. Since 1984, LIDO's globally acclaimed Telecommunications

Essentials® seminar series has served over 50,000 professionals worldwide.

“ All topics were presented in a simple, easy to understand manner. Lillian's presentation skills are the best I have come across. Excellent supporting documents given for future reference. ”

- Jay Raman,  
Managing Director,  
Telecom Technology

In association with:



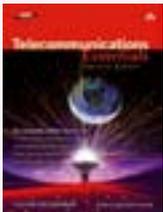
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- Globe Telecom
- Hutchison
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- JP Morgan
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- Ministry of Defence
- Merrill Lynch
- MTN
- Ofcom
- Oracle
- Omantel
- PWC
- Saudi Telecom
- Siemens
- Sony Ericsson Mobile
- Sun Microsystems
- Telenor
- Telecom Regulation Authority
- T-Mobile
- Verizon
- Vodafone
- Warid Telecom
- Zain

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## Organisations who attend:

- Fixed-line & Mobile Operators
- Equipment & service providers to telcos
- Telecom Regulatory Authorities
- Bankers & Lawyers
- Academics & Consultants
- Major telecom / IT end-users

\*NOTE: This is a mini-MBA in key telecom terms. It is not designed as a substitute for a 2 year university MBA qualification.

## Imagine if you had a chance to master the complex world of Telecommunications, in just 3 days

**Telecoms is BIG business. It's a hi-tech business. And it's changing faster than ever.**

You should attend this programme if you want to gain essential and practical knowledge they don't teach you at work, or on other MBAs.

Telecommunications is the most critical infrastructure of the 21st century. World Bank research shows a large productivity benefit to investment in telecom – larger than investment in roads, electricity or even education. By 2011, global telecommunications revenue will hit close to **\$5 trillion**, with growing demand for **high-volume data applications** driving both business and consumer markets.

Explosive growth in telecoms has resulted in a severe lack of trained professionals. There's a huge skill gap between industry requirements and the professionals / engineers entering the sector. This intensive Masters in Telecommunications has been designed to help bridge this gap.

**You'll gain a full understanding of the technology and jargon in plain language.**

- What do these networks, infrastructures, applications do, what value do they offer - and what are their shortcomings?
- What are the key technologies and how do they work?
- How do all the different pieces of the puzzle fit together - technologies, infrastructures, networks, services, applications and service management?
- What's connected to what, why and how?
- What technology shifts to expect in the near, mid-term and long-term future?

To do serious business with senior telecom and IT professionals - you need to gain credibility and speak their lingo. Walk your talk. "Feel" the technology. Be confident in your ability to "think telecom".

This **3-Day MBA in Telecoms** allows you to do this and much, much more. You'll come away with benefits which are direct, immediate and measurable.

## About your presenter:



Ms. Lillian Goleniewski is **Founder and President of the LIDO Organization Inc.** Founded in 1984, LIDO is a leading provider of telecommunications education, information, and advisory services. Lili lectures extensively on telecommunications technology and management issues throughout the world. Lili is also the CEO of LIDO Telecom Pvt.Ltd dedicated to developing e-learning in the field of telecommunication serving India's vast needs for telecoms education.

Lili is the author of the bestselling **Telecommunications Essentials 2<sup>nd</sup> Edition: The Complete Global Source for Communications Fundamentals, Data Networking and the Internet, Next-Generation Networks, and Wireless Communications** (Addison Wesley, October 2006). Lili has served as Advisory Board Member for numerous industry conferences, technical committees and awards programs, in the US and internationally and has also been an instructor at **San Francisco State University**. She holds a B.A. in Psychology and has completed numerous post-graduate studies in information technologies as well as psychology.



**DAY ONE****Telecom Essentials – in plain language**

Highly technical jargon is explained in plain language – we make it easy. Quizzes and unique telecom puzzles help you re-inforce your learning experience.

**Understand the whole “Zettacosm”**

- Key measurements of the digital world – Processing, Storage, Bandwidth
- Shifting user profiles, traffic trends & statistics
- Ubiquitous computing, intelligent wearables
- Man-machine interaction, innovative user interfaces
- Cloud Computing & CDN (Content Delivery Networks)
- Social networks and operating systems

**Telecom technology basics**

- Transmission Fundamentals
- The Electromagnetic Spectrum and Bandwidth
- Analog vs. Digital Transmission
- Data Transmission Basics; Modems & Modulation
- Understanding Multiplexing; Protocol Stacks
- Open Systems Interconnection - OSI Reference Model
- Regulation & Standards

**Transmission Media**

- Transmission media measurements
- Twisted pair copper cable and coaxial cable
- Microwave, satellite and fibre optics

**Understand networking and switching modes**

- Networking modes vs Switching modes
- What is Circuit vs Packet Switching?
- WAN (Wide Area Network) transport alternatives
- The PSTN (Public Switched Telephone Network) vs the Internet or IP (Internet Protocol) Networks

**Public switched telephone network (PSTN)**

- PSTN Infrastructure
- Transport Infrastructure, T/E/J-Carrier, SDH / Sonet
- Signaling System #7 (SS7); Intelligent Network (IN)
- SS7 and Next-Generation Networks
- IMS and Network Transformation

**DAY TWO****Convergence, Transformation and 21<sup>st</sup> Century Infrastructure**

You'll develop a blueprint of convergence and transformation, from IP infrastructures and services, to next generation networks, to the role of the 2.0 ecosystem and business models.

**Internet Protocol (IP) Infrastructure**

- Internet Basics & TCP/IP Essentials
- Internet Addressing - IPv4 and IPv6
- The Organization of the Internet
- IP QoS; Web 2.0, Web 3.0

**Multi-service convergence and IP services**

- The Evolution to IP Telephony and VoIP – Voice over Internet Protocol
- Unified Communications
- Virtual Private Networks (VPNs)
- Security Principles and IPTV

**Transformation: new rules in the 2.0 ecosystem**

- Telecom Transformation defined: the Telecom 2.0 Ecosystem Framework
- New rules for the Converged Era: 2.0 Business Models
- Unlocking the value of intangible assets, business model innovations
- Transformation and the wireless world
- How to maximise revenues
- The role of Video, P2P, Mobile Data, Television, Sensor Networks

**The visual metaphorphis**

- Communications, media, and entertainment
- Multimedia networking requirements

- Digital Video Basics & TV Standards
- Digital TV Principles & Digital Broadcasting Standards
- IPTV & Mobile TV

**Next-Generation Networks**

- Multi-service Convergence
- IP Multimedia Subsystem (IMS)
- OSA/Parlay and Parlay X
- Fixed Mobile Convergence; NGN Architecture; The Multiservice Edge
- MPLS Networks & New Gen Networks

**Optical Networking**

- The optical edge & the optical core
- Optical Networking models and Ethernet architectures
- The IP + Optical Control Plane
- Migration to Optical Networking

**DAY THREE****Network access and the future of mobility!**

The importance of customer experience in the new media environment, from wired broadband access to **broadband mobility**. Quizzes and case studies will help seal in your new found knowledge.

**Broadband Access Alternatives**

- The 'New Media' Environment
- The xDSLs; Hybrid Fiber Coax (HFC)
- Fiber Solutions (FTTx, PONs)
- Broadband Wireless Access Alternatives
- Powerline Telecommunications (PLT)
- Home Area Networking

**Radio Transmission basics**

- The Radio Spectrum
- Regulatory Issues
- Radio Performance Issues; Antennas
- Radio Channel Limits; Spectrum Utilization

**Wireless Wide Area Networks (WWANs) – understand all the alphabet soup**

- Cellular radio basics
- Enhanced data services (2.5G)
- 3G principles and standards
- UMTS TDD / TD-CDMA; HSDPA, HSUPA, HSPA+
- Long Term Evolution (LTE)
- CDMA 2000, 1xEV-DO, 1xEV-DV, Ultra Mobile Broadband (UMB)
- CDMA 450, IM450; TD-SCDMA
- **Beyond 3G, 3.5G**
- OFDM, MIMO; 4G, IMT; 5G Visions

**Wireless Metropolitan Area Networks (WMANs) – in come the numbers**

- Broadband Fixed Wireless Access (BFWA)
- **WiMax**, Mobile WiMax (IEEE 802.16x standards)
- WiBro, iBurst, Flash-OFDM; Mobile-Fi (IEEE 802.20x, MBWA)
- **Wi-TV** (IEEE 802.22 standards)

**Wireless LANS (WLANS)**

- IEEE 802.11x standards, Wi-Fi
- WLAN Security; VoWLANs
- Wireless and Cellular Unite & Mesh Networking

**Wireless Personal Area Networks (WPANs)**

- Ultra WideBand (UWB) **WiGig**
- IEEE 802.15.3 (WiMedia); IEEE 802.15.4 (Zigbee)
- Radio Frequency Identification (RFID); Near Field Communications (NFC)
- Sensor-based Networks

**Mobile and internet convergence apps**

- The Device Revolution
- Mobile IP; IP Multimedia Subsystem (IMS)
- Push-to-Talk (IP Radio)
- Mobile Content and Applications
- Mobile Music, Gaming, Entertainment and Mobile 2.0

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Contact Ken Ghata on:  
tel: +44(0) 7722 198137  
email: ken.ghata@terrappinn.com

**Course Documentation & Certification:**

All delegates receive **comprehensive course documentation** for future reference. On successful completion of this course all delegates will be awarded a **Terrappinn Financial Training Certificate** - a statement of excellence recognised worldwide.

**About Terrappinn Financial Training**

Terrappinn Financial Training provides best-practice solutions to the world's top banking, finance, risk and legal professionals.

**We offer you a complete portfolio of 'Open-Enrollment' and 'Made-to-Measure' on-site programmes.**

**Course Schedule**

Registration ..... **8.30 am**  
Course Begins ..... **9.00 am**  
Morning Break ..... **10.30 am**  
Lunch ..... **12.00 pm**  
Afternoon Break ..... **3.30 pm**  
Close ..... **5.30 pm**

# 3 day MBA in Telecoms

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19 - 21 October 2009, London

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Package	Before 31 July 2009	Before 11 September 2009	Before 2 October 2009	After 2 October 2009	Quantity	Sub-total
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\*Registrations without credit/debit card payments are subject to a £100 booking fee.

How do you want to pay?	Select	
Credit / Debit card	<input type="checkbox"/>	£ 0
Cheque / Bank transfer	<input type="checkbox"/>	£ 100
<b>Total</b>		

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	Tel.....	Email.....
<b>2</b>	Name.....	Job title.....
	Tel.....	Email.....
<b>3</b>	Name.....	Job title.....
	Tel.....	Email.....
<b>4</b>	Name.....	Job title.....
	Tel.....	Email.....
<b>5</b>	Name.....	Job title.....
	Tel.....	Email.....

## Company details

Organisation name..... Industry.....

Address.....

Postcode..... Country.....

Tel..... Fax.....

## Approving Manager signature

**NB. Signatory must be authorised to sign on behalf of contracting organisation**

Name..... Job title.....

Email.....

Tel..... Fax.....

**Authorising signature\***(Mandatory) .....

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Card number --- Expiry date ...../...../.....

Card holders name..... Card holders signature.....

Invoice contact name.....

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### Offline

Complete this form and **fax to +44 (0) 207 608 7050** or call +44 (0) 207 608 7048 and we'll take your booking over the phone.

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