



# ME292U Telecom Business Competence Development (TBCD7) /Commissioned Course/ 7.0 credits

Telecom Business Competence Development (TBCD7) /Uppdragsutbildning/

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

Course syllabus for ME292U valid from Autumn 2008

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

TBCD7 is exclusively limited to participants from Teliasonora.

# Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

- After participating in the course activities the participant will have gained knowledge related to:
- Technology trends, market trends and other trends in the business environment
- Changing customer behaviours, customer segmentation and management of customer relations.
- On a general level be able to analyse gradual, incremental as well as radical technological changes and the mechanisms that contribute to industrial and technological breakthrough or lock-ins - with particular focus on web-based products and services.
- On a specific level be able to identify and account for the possible/probable technological changes of relevance to telecom operators like TeliaSonera (TS) and formulate potential implications of this for work on business strategy.
- Based on this competence be able to formulate plans of action for how a company such as TeliaSonera can realise cost effective and innovative customer solutions and also take the initiative for/contribute to the development of the industry.

In addition, the participant will be able to:

- Write, critically examine, judge and present a business case.
- Work across functional and professional borders within TeliaSonera.
- Work in cross-disciplinary intercultural teams.
- Account for different price and revenue models.

## Course contents

### Disposition

The course is organized in five thematic blocks each of which intended to be in focus in a course summation of its own.

- general introduction
- industrial dynamics and strategy
- applied business development
- customer segmentation and customer relationship building in a world of rapid cultural change

## Course literature

Berggren, C. & Laestadius, 2003, "Co-development and composite clusters - the secular strength of Nordic telecommunications", **Industrial and Corporate Change**, Vol. 12, No 1, p. 91-114.

Utterback, 1994, **Mastering the Dynamics of Innovation**, Boston, Mass., Harvard Business School Press. ch (1-4, 7-8)

Dixit, Sudhir, 2006, "On Fixed-Mobile Network Convergence", **Wireless Personal Communication**, No 38, p. 55-65.

"When everything connects", the **Economist** 28/4 - 4/5 2007.

Kim, W. Chan and Mauborgne, Renee. 2005. **Blue Ocean Strategy**. Harvard Business School Publishing, USA

Olsson A. 2003. **Understanding Changing Telecommunications - Building a Successful Telecom Business**. Teledrom AB, Sweden, ch 2.

Anderson, Chris, **Long Tail - Why the Future of Business is Selling Less of More**.

Jarvenpaa, S. and Lang, K., 2005. "Managing the Paradoxes of Mobile Technology", **Information Systems Management**, Fall 2005, p. 7-23.

Moore, G.A., 2002, **Crossing the Chasm**, New Yourk, Harper Collings, Part I and p 107-114.

Martikainen, O., 2007, "Business Process Productivity Improvements enabled by Broadband and Mobile Telecom Services", Proc. of the 46 Congress FITCE, Warsaw 30.8 - 1/9 2007.

## Examination

- TEN1 - Examination, 7.0 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

The course is evalutated as one unit.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.

- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.