



ME292U Telecom Business Competence Development (TBCD7) /Uppdragsutbildning/ 7,0 hp

Telecom Business Competence Development (TBCD7) /Commissioned Course/

Fastställande

Kursplan för ME292U gäller från och med HT08

Betygsskala

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

Utbildningsnivå

Avancerad nivå

Huvudområden

Industriell ekonomi

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

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.

Kursinnehåll

Kursupplägg

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

Kurslitteratur

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 - Tentamen, 7,0 hp, betygsskala: A, B, C, D, E, FX, F

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.