

AMCS-27 TELECOMMUNICATION FUNDAMENTAL

UNIT-1 THEORIES OF TELECOMMUNICATIONS MANAGEMENT

- 1.1 A Concept of Management,
- 1.2 Different Approaches to the Management,
- 1.3 Components of Telecommunications Management,
- 1.4 Telecommunications Management skills,
- 1.5 Functions of Telecommunications Management,
- 1.6 Roles for Telecommunications Management,
- 1.7 Models of Telecommunication Management.

UNIT-2 TELECOMMUNICATIONS FINANCIAL MANAGEMENT

- 2.1 Basic financial Aspects of Telecommunications Management, Tangible assets,
- 2.2 Intangible assets, Liabilities, Depreciation and Amortization,
- 2.3 Methods of financial reporting, Financial Planning and projections,
- 2.4 Computerized Telecommunication Management Traffic, Sales, Accounting, Programming.

UNIT-3 PERSONNEL MANAGEMENT AND EMPLOYEE RELATIONS:

- 3.1 Functions of Personnel administration in Telecommunications,
- 3.2 Organizational hierarchy, Core departments in Telecommunications,
- 3.3 Job description in Telecommunications,
- 3.4 Staffing: Recruitment, Training and evaluation policies,
- 3.5 Telecommunications Management and Labor relations,
- 3.6 Guilds and Unions, Union organization and operation Management and collective bargaining.

UNIT-4 INDUSTRY AND MARKET STRUCTURE OF TELECOMMUNICATION

- 4.1 Elements of market structure,
- 4.2 Elements of market conduct,
- 4.3 Elements of market performance,
- 4.4 Acquisition strategies,
- 4.5 Media valuation, Market analysis.

UNIT-5 TELECOMMUNICATIONS MANAGEMENT IN FUTURE

- 5.1 Globalization and vertical integration,
- 5.2 Technological Convergence,
- 5.3 Telecommunications Management and social changes,
- 5.4 Successful management for new millennium.

Reference Books:

1. Telecom Desktop Reference by A. T. Bell
2. Understanding Telecommunications Networks by Andy Valdar, Andy Valdar