



Management Certificate in Telecommunication Information Systems (TelecomIT)

Program Description:

The Graduate Management Certificate Program in Telecommunication Information Systems (TelecomIT) is designed to address the growing demand for professional managers qualified to manage emerging wireless telecommunication and broadband systems. The growth of both wireless and broadband-based information systems is a worldwide phenomenon. The information and telecommunication industry is witnessing rapid worldwide deployment of broadband for information transfer, and wireless systems for delivery of information to mobile devices.

The use of both broadband and wireless Internet is also giving rise to issues related to the development and management of such systems. The business aspects of these new and emerging industries are particularly important for IT managers who want to lead groups involved in the development, marketing, and sales of telecommunications products.

The University of Dallas (U. Dallas) has a long-standing reputation in the area of telecommunication and IT management studies. This graduate level Management Certificate program is designed to provide theoretical and practical knowledge needed by managers, vice presidents, and even CEOs, to deal with a business environment which has expanding wireless and broadband applications.

The program consists of five courses which provide a multi-faceted approach to studying the underlying technology for - wireless applications, broadband delivery, and the database management systems which are needed to support these advanced IT systems. Courses in marketing IT management and marketing e-business are included to provide a broad perspective on the management, marketing, and sales aspects of the emerging telecommunication revolution.

The courses are deployed using adaptive blended learning (ABL), an educational approach developed by iDL Systems. The ABL approach provides dissemination of content with multiple learning styles and continuous intelligent feedback. Adaptive learning courses on-line are blended with online discussions, and chat rooms. The program is supported by the expert faculty of U Dallas with one-on-one telephone conference sessions. This combination of ABL technology with expert knowledge and guidance from the faculty ensures a high payoff for your precious educational dollars.

Table 1. Program courses, CEUs, and fee structure for India

| Course # | Course Title | CEU | Fees (India) |
|----------------------|---|------------|---------------------|
| Mgt. 6339 | Wireless Technologies and Applications | 9 | \$500 |
| Mgt. 7349 | Broadband Technologies | 9 | \$500 |
| Mgt. 6371 | Database Management Systems | 9 | \$500 |
| Mgt. 6376 | Marketing IT Function | 9 | \$500 |
| Mgt. &347 | E-Business Marketing | 9 | \$500 |
| | Fees for TelecomIT Certificate | 45 | \$2500 |

Note: As indicated in Table 1 above each course will carry 9 Continuing Educational Units (CEU) provided by the University of Dallas.

Course Descriptions:

Mgt. 6339 Wireless Technologies and Applications

This course is designed to help telecommunications professionals in understanding and identifying the value of wireless products and services. The course will examine and analyze the wireless telecommunications industry through comprehensive coverage of major areas where wireless technologies are being developed and implemented. The wireless communications technologies evolution, frequency bands, radio and television networks, two way radio communications, microwave networks, and applications, wireless local loop (WLL), satellite communications, cellular and PCS telephony, next generation wireless (3G) protocols and applications are also areas that will be covered.

Mgt. 7349 Broadband Technologies

This course will examine and analyze the telecommunications industry through comprehensive coverage of major fields where emerging technologies from traditional narrow band services to broadband and multimedia are being developed and implemented. The following major topics will be examined: access networks media and methods, transmission networks for single and multiple applications, switching technologies including analog, digital and packet modes, wireless technologies and services, internet applications including Intranet, Extranet, VPM and eCommerce and multimedia networks.

Mgt. 6371 DBMS

This course covers basic database management with emphasis on relational databases. A project management approach to database system development is presented. Class projects resemble the real-world development process that includes analysis, logical design, physical design, implementation, and database administration. SQL (Structured Query Language), Client/Server philosophy, MS Access (desktop environment), and Oracle (Client/Server environment) are addressed. Prerequisite: Mgt. 6342 or equivalent work experience.

Mgt. 6376 Managing the IT Function

This course examines the relationship of IT to business and management issues within IT, which include strategic and tactical planning, service delivery, re-engineering, training, and the IT consulting mission. An information systems management model illustrated with case studies will be used. Prerequisite: Mgt. 6342 or equivalent work experience.

Mgt. 7347 eBusiness Marketing

In this course students learn how to design, implement, measure, and manage a state-of-the-science E-Business marketing and positioning strategy. Topics include competitive analysis for positioning the product and the company, branding, the metrics of an E-Business site, on-line purchasing behavior, and strategy audits. Students are required to have a company project for which they will design, implement, measure and manage an E-Business marketing strategy. Company projects may be entrepreneurial endeavors or existing businesses. Prerequisite: 6367.

Certification:

Upon successful completion of all course requirements, the University of Dallas will issue both individual course completion and the graduate management certificates to registered students with transcripts of the CEUs earned. Students are required to successfully complete all five courses to earn the graduate certificate.

Who Can Apply?

Any individual with a Bachelor's degree in any discipline is eligible for the graduate certificate program.

Contact:

For more information and to register, please visit:

<http://www.idlsystems.com/UDallas>