

# € TRAINING

Economic Analysis in Communications and  
Information Technology



9 - 13 February 2025  
Online



# Economic Analysis in Communications and Information Technology

REF: B1405 DATE: 9 - 13 February 2025 Venue: Online - Fee: 2250 Euro

## Introduction:

This training program provides participants with essential knowledge and skills in economic analysis within the communications and information technology sectors. It empowers them to make informed decisions to optimize value and efficiency in their organizations.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand economic principles relevant to the communications and IT sectors.
- Analyze cost structures and pricing strategies.
- Evaluate the economic impact of technological investments.
- Apply financial analysis tools to IT and communications projects.
- Develop strategies for maximizing economic value in technology deployments.

## Targeted Audience:

- IT Managers.
- Financial Analysts.
- Telecommunications Professionals.
- Technology Managers.
- Business Analysts.

## Program Outline:

### Unit 1:

#### Economic Principles in Communications and IT:

- Overview of economic principles in technology sectors.
- Market structures and competitive dynamics.
- Supply and demand in IT and communications markets.

- The role of regulation and policy.
- Economic impacts of technological change.

## Unit 2:

### Cost Structures and Pricing Strategies:

- Identifying and analyzing cost components.
- Fixed vs. variable costs in technology projects.
- Pricing models and strategies cost-plus, value-based.
- Economies of scale and scope in IT and communications.
- Case studies on pricing strategies in the tech industry.

## Unit 3:

### Evaluating Technological Investments:

- Capital budgeting and investment appraisal techniques.
- Cost-benefit analysis for IT and communications projects.
- Risk assessment and management in technology investments.
- Evaluating ROI and NPV in technology projects.
- Tools and techniques for project evaluation.

## Unit 4:

### Financial Analysis for IT and Communications:

- Key financial metrics and indicators.
- Financial statement analysis for tech companies.
- Budgeting and forecasting for IT departments.
- Analyzing financial performance of telecom projects.
- Financial modeling for technology investments.

## Unit 5:



## Strategies for Maximizing Economic Value:

- Strategic planning for economic efficiency.
- Innovation and its economic impact.
- Cost optimization and efficiency improvement techniques.
- Leveraging technology for competitive advantage.
- Best practices for economic value maximization in IT and communications.