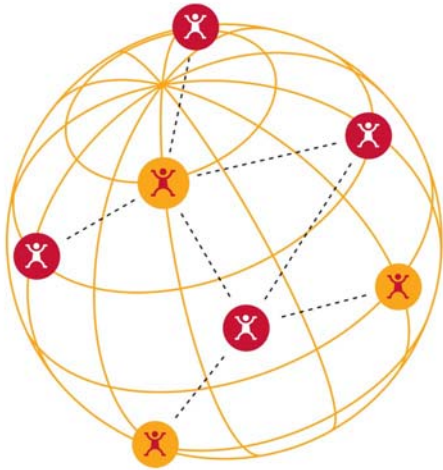


TRAINING PROGRAM OUTLINE



MGT-999E MINI MBA IN TELECOMMUNICATIONS FOR THE CARIBBEAN

DESCRIPTION

An intensive 5-day Training Program which provides participants with the cross-functional knowledge, skills, tools and techniques to excel in telecommunications management.

The telecommunications industry is becoming ever more global and competitive. The sector's long-term potential is high, but success in telecom requires sharp, business-savvy management teams, and adherence to sound business management principles.

The Mini MBA in Telecommunications covers the core areas necessary for personal and organisational success in telecommunications. The program offers participants an opportunity to further master the management and business skills relevant to today's telecommunications industry. Through lectures and daily interactive working sessions and cases, the Training Program ensures that participants understand key business practices and develop their managerial skills to reach personal goals and increase their contribution to the success of their organization.



OBJECTIVES

- Provide participants with the cross-functional knowledge, managerial and commercial skills to increase their performance in meeting their professional responsibilities
- Equip participants with tools and techniques to face the challenges of the new telecommunications environment
- Improve the competence, efficiency and effectiveness of participants as telecommunications managers and leaders
- Expose participants to key telecommunications management concepts and issues
- Improve the strategic thinking and decision-making abilities of participants

TOPICS

DAY 1

- Global and competitive telecommunications environment
 - Deregulation and competition issues
 - Globalization
 - Market evolution & trends
 - New telecom players
 - MVNOs, VoIP providers, Google, etc.
 - New services and offers
 - Mobile Internet, IPTV, bundling (triple play, quadruple play, etc.)
 - Challenges, impacts and opportunities for operators
 - Industry outlook
- Current and upcoming telecom technologies
 - Trends in networks and services
 - Fixed broadband
 - Fixed wireless technologies
 - Mobile wireless technologies: 3G, 4G and LTE
 - IP, NGN's and convergence



DAY 2

- Network concepts
 - Transmission & switching
 - Core vs. access
- Network planning
 - Review of requirements
 - Typical processes & tasks
 - Traffic characterization & forecasting
 - Traffic concepts, GOS, QoS, SLA, security
 - Network costing & optimization
- Network management, monitoring & control
 - Network Management Systems (NMS)
 - Network Operating Centers (NOC's)
 - Evolution of standards to NGN
- Business migration to IP networks

DAY 3

- Marketing and customer service
 - Market information
 - Marketing plan & marketing mix
 - New service introduction
 - Customer service management

DAY 4

- Management and leadership
 - The importance of competent management
 - The effective manager: skills and techniques
 - Leadership
- Change management
 - Why is organizational change required?



- The change process
- Managing change
- Human resources management
 - Global compensation (pay, incentives, benefits and pensions)
 - Performance management
 - Effective employee relations and ethics
 - Learning, training and organizational development

DAY 5

- Strategic thinking and planning
 - The importance of strategic thinking and planning
 - Strategic planning process
 - Environment assessment
 - Corporate mission, vision & objectives
 - Business portfolio evaluation
 - Strategy formulation
 - Implementation
- Financial management
 - Budget and control
 - Costing/cost allocation
 - Risk assessment and management techniques
 - Investment analysis
 - Capital structure
 - Financial information and data for executive decision-making

TARGET AUDIENCE

- Mid-level telecommunications managers looking to increase their personal and professional success by gaining a good understanding of global telecommunications management.



METHODOLOGY

Our Training Programs combine expert presentations, workshops, case studies and discussions on real-life situations faced by participants. Complete training material is provided to all participants for future reference and follow-up action plans.

LOCATION

Our Training Programs are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead Training Programs at the location of your choice. If interested, please contact us at training@neotelis.com.

EXPERTISE

Neotelis provides consulting and training services to telecommunications organizations worldwide. Its team of experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 100 countries around the world.

