



MGT-200 - Mini MBA in Telecommunications (in French)

Description

An intensive 10-day Mini MBA which will equip 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. Success in telecom requires sharp, business-savvy management teams and adherence to sound business management principles.

The Mini MBA in Telecommunications offers an intensive business look at the core areas necessary for personal and organizational success in telecommunications. The course offers participants an opportunity to further master the management and business skills relevant to today's telecommunications industry. Through lectures, functional-area case studies and an ongoing comprehensive case competition tying together all functional areas, the training course ensures that participants understand key business practices and develops their managerial skills to reach personal goals and increase their contribution to the success of their organization.

Objectives

- Gain exposure to key telecommunications management concepts and issues relevant to the international telecommunications environment
- Obtain the cross-functional knowledge, managerial and commercial skills to increase professional performance
- Learn tools and techniques to face the challenges of the rapidly changing telecommunications environment
- Improve competence, efficiency and effectiveness as a telecommunications manager and leader
- Improve strategic thinking and decision-making abilities
- Practice teamwork, presentation and analytical skills

Topics

*Note: the course structure may be subject to change as trainings are updated on a regular basis.

DAY 1

Introduction of Mini MBA in Telecommunications

- Overview of curriculum
- Meet the participants

Global and competitive telecommunications environment

- Deregulation and competition issues
- Globalization
- Market evolution and trends
- New telecom players
 - MVNOs, VoIP providers, Google, etc.
- New services and offers
 - Mobile broadband, IPTV, bundling (triple play, quadruple play, etc.)
- Challenges, impacts and opportunities for operators

Functional-area case #1 Current and upcoming telecom technologies

- Trends in networks and services
- Fixed broadband
- Fixed wireless technologies
- Mobile wireless technologies: 3G, 4G and LTE lte and 4g 3g, technologies: wireless>
- IP, NGN's and convergence

360° executive case: Introduction to the case scenario

° scenario case the to introduction case: executive>

DAY 2 & DAY 3 AM

Network planning and management

- Fundamental network concepts
- Network planning
- Network management, monitoring and control
- Network deployment and project management
- Evolution to NGN

Functional-area case #2

360° executive case: Network evolution

° case: executive evolution network>

DAY 3 PM & DAY 4

Marketing and customer service management

- **Customer intelligence**
- **Marketing plan**
- **Marketing mix (product, price, promotion, place)**
- **New product introduction**
- **Customer service management**

Functional-area case #3

360° executive case: Market & services

° case: executive services & market>

DAY 5

Financial management

- **Budget and control**
- **Costing/cost allocation**
- **Risk assessment and management techniques**
- **Business case and investment analysis**
- **Financial information and data for executive decision-making**

Functional-area case #4

360° executive case: Building the business case

° case the case: executive business building>

DAY 6

Current issues in regulation and competition

- **Licensing**
- **Interconnection**
- **Tariffs**
- **Numbering**
- **Spectrum management**
- **Infrastructure sharing**
- **Universal service/access**
- **Dispute resolution**

360° executive case: Regulatory Issues

° case: executive issues regulatory>

DAY 7

Human resources management

- **The strategic role of HR management**
- **Organizational Development (OD)**
- **Employee relations**
- **HR administration**

Functional-area case #5

DAY 8Management and leadership

- **The importance of competent management**
- **The effective manager... skills and techniques**
- **Leadership**

Functional-area case #6 Change management

- **Why is organizational change required?**
- **The change process**
- **Managing change**
- **Issues and challenges in telecommunications organizations**

360° executive case: Organizational impacts

° case: executive impacts organizational>

DAY 9

Strategic and business planning

- **The importance of strategic thinking and planning**
- **Strategic planning process and responsibilities**
- **Environmental assessment**
- **Corporate missions, vision and objectives**
- **Strategy formulation**
- **Implementation**

Functional-area case #7 360° executive case: Overall strategy ° case: executive strategy overall>

360° executive case: Convincing the Board

° the case: executive board convincing>

DAY 10

360° executive case part 8: Board presentations ° case executive board presentations 8: part>

Awards ceremony Wrap-up and close of Mini MBA in Telecommunications

Target Audience

- **Mid to senior-level telecommunications managers looking to increase their personal and professional success by gaining an excellent understanding of global telecommunications management**

Methodology

Our training courses 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 public training courses are held at regular intervals in selected cities around the world. Upon request, our expert trainers can lead private training courses at the location of your choice or using a virtual classroom (distance training using a web-conferencing platform). For more information, or if interested in a private session, please contact us at training@neotelis.com.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry 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.

4802 de Verdun St, Office #1, Montreal, QC, H4G 1N1 Canada
Tel: +1 514 281 1211 Fax: +1 514 281 2005
info@neotelis.com