



## MGT-201 - Mini MBA in Telecommunications - 5 days

### Description

An intensive 5-day training course 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 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, interactive working sessions and cases relevant to the international environment, the training course ensures that participants understand key business practices and helps develop 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 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 evolving telecommunications environment
- Improve competence, efficiency and effectiveness as a telecommunications manager and leaders
- Improve strategic thinking and decision-making abilities

### Topics

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

### Global and competitive telecommunications environment

- Telecom industry transformation
- Globalization
- Market evolution and trends
  - Growth of data, mobility, social networks, cloud services, new cable systems, infrastructure sharing, LTE/4G, others
- New telecom players
  - Global infrastructure providers, media/content providers, OTT players and others (Google, etc.)
  - Vertical and horizontal convergence
- New services and offers
  - VoD, mobile money, mobile fulfilment, cloud services, OTT apps, M2M (the Internet of Things), others
- Challenges, impacts and opportunities for operators
  - Business environment, customers, competition, technological and organizational

### Technology evolution

- Network and technology trends - growth of IP, multimedia, device proliferation, others
- Fixed broadband
- Fixed wireless technologies
- Mobile wireless technologies: 3G, 4G and LTE
- IP, NGN's and convergence

### Case study #1 (Global Environment): A Presentation to the Minister

#### Network concepts

- Transmission & switching
- Core vs. access
- NGN and converged networks

#### 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 (NOCs)
- Evolution of standards to NGN

### Case study #2 (Network): New Sector Network Project

## Marketing, strategic sales and customer service

- Market information
- Marketing strategy and planning
- New service introduction
- Strategic sales
- Customer service management

## Case study #3 (Marketing): To OTT or not to OTT

## Strategic thinking and planning

- The importance of strategic thinking and planning
- Strategic planning process
- Environment scanning/assessment
- Corporate mission, vision & objectives
- Business portfolio evaluation
- Strategy formulation
- Implementation

## Case study #4 (Strategy): Google

## Financial management

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

## 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

## Case study #5 (Leadership and Change Management): Change management at Vodafone

## Human resources management

- Compensation
- Performance management
- Effective employee relations

- Learning, training and organizational development

## **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 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](mailto: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](mailto:info@neotelis.com)