



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
- IP, NGN's and convergence

360° executive case: Introduction to the case scenario

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

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

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

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

DAY 7

Human resources management

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

Functional-area case #5

DAY 8

Management 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

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

360° executive case: Convincing the Board

DAY 10

360° executive case part 8: Board presentations

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.

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