



MGT-201 - Mini MBA in Telecommunications - 5 days



18-22 July 2016, Amsterdam, The Netherlands



“The course overachieved expectations & was most appreciated”, E.J., MTN South Africa

“The course implemented at STC last year was rated as one of the best programs implemented locally”, N.A.Q., Saudi Telecom Company (STC)

Each participant will obtain a Mini Tablet for free!

Description

NEW Brochure in PDF 

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 a highly competitive and fast-moving sector. The telecommunications

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. The Mini MBA includes a 360° Executive Case, a project-based case study running through all 5 days. It is based on a real-life, current issue pulled from industry headlines and will allow participants to apply the cross-functional knowledge and tools acquired during the Mini MBA .

Objectives

Develop Your Competencies in Key Areas

- **Telecom Industry** ~ Latest and most important trends in the telecom sector
- **Technology & Network** ~ Essential understanding of current and upcoming network technologies
- **Marketing, Sales & Customer Service** ~ Key competencies in marketing, sales and customer service
- **Strategy & Finance** ~ Techniques to enhance skills in strategic thinking and financial analyses
- **Management** ~ Essential management and leadership skills

Acquire Essential Skills for Success

At the end of the course, you will be able to:

- **Take better business decisions** with an all-around understanding of the current telecom environment, including the latest and upcoming technologies and services
- **Use the latest tools in marketing and sales** to develop and sell services meeting customers' needs and expectations
- **Utilize your knowledge of telecom networks** to anticipate technical constraints and make appropriate business decisions
- **Think and plan strategically** to define and implement strategies with a positive financial impact on your organization
- **Successfully lead teams to higher achievements** using more effective management techniques

Topics

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

DAY 1 - TELECOM INDUSTRY

A comprehensive look at the current telecom sector with a focus on the latest telecom technologies and services and the opportunities and challenges they create

Global and competitive telecommunications environment

- Market evolution and trends
 - Growth of data, broadband, 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, Facebook, etc.)
 - Vertical and horizontal convergence
- New services and offers
 - VoD, mobile money, mobile fulfilment, cloud services, OTT apps, M2M (the Internet of Things), VoWiFi, others
- Regulation
- Challenges, impacts and opportunities for operators

Case study #1 - A Presentation to the Minister
Change management

- Why is organizational change required?
- The change process
- Managing change

Case study #2 - Change management at Vodafone = "gi2_texte_bold">360° Executive Case
- To OTT or not to OTT? - Introduction and scenario= "gi2_texte_bold">

DAY 2 - TELECOM INDUSTRY

The competencies and tools to develop marketing and sales strategies which maximize customer satisfaction and loyalty

Marketing, strategic sales and customer service

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

Case study #3 - VoWiFi 360° Executive Case- To OTT or not to OTT? - Market & services
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DAY 3 - TECHNOLOGIES & NETWORKS

What you need to know to make business decisions that take into account technical implications

Network concepts

- Transmission & switching
- Circuit vs packet switching
- Core vs. access

Trends in networks & services

- IP and convergence, multimedia, device proliferation, others
- Network evolution - Broadband technologies, 3G, 4G/LTE and 5G, SDN/NFV

Network planning

- 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 for converged networks

Case study #4 - New Sector Network Project 360° Executive Case - To OTT or not to OTT? - Technical Considerations & Organizational Impacts

DAY 4 - STRATEGY & FINANCE

The tools and skills for successful strategic planning and financial analyses leading to sound business decisions

Strategic thinking and planning

- Strategic planning process
- Environment scanning/assessment
- Corporate vision, missions & objectives
- Business portfolio evaluation
- Strategy formulation
- Implementation

Case study #5 - Google

Financial management

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

Case study #6 - New Transatlantic Cable System 360° Executive Case - To OTT or not to OTT? - Final preparation

DAY 5 - MANAGEMENT

A set of competencies to enhance your leadership and management capabilities

Management and leadership

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

Human resources management

- Performance management
- The employment relationship
- Learning, training and organizational development

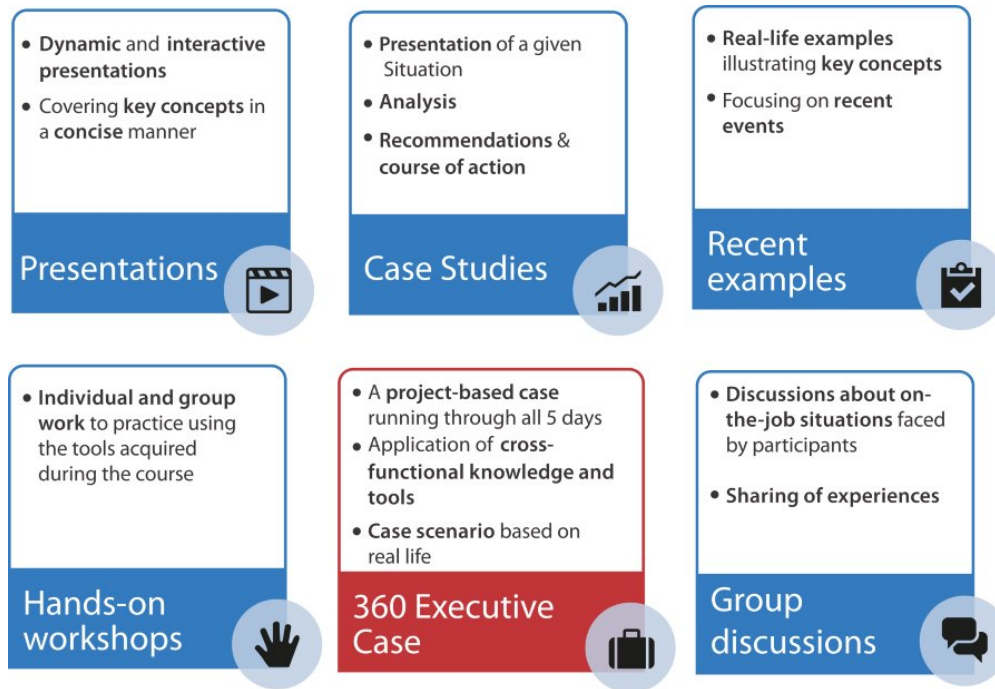
360° Executive Case - To OTT or not to OTT? - Presentations and debrief

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.

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 120 countries around the world.

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