



MGT-201 - Mini MBA in Telecommunications



MINI MBA

IN TELECOMMUNICATIONS

Master the Skills to Excel in Telecom Management

Next session: 6 - 10 August 2018, Amsterdam

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

Acquire the Cross-functional Knowledge, Skills and Techniques to Excel in Telecommunications Management with Neotelis' Mini MBA in Telecommunications

The telecommunications industry is becoming ever more global and competitive. Success in telecom requires sharp, business-savvy management teams and sound business management principles. The Mini MBA in Telecommunications covers the areas essential for organizational and personal success in telecommunications.

TAKE-AWAY BENEFITS

Attend Neotelis' Mini MBA in Telecommunications to learn the key business practices and managerial skills required to increase your contribution to the success of your organization and reach your personal goals.

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 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 .

Learning Outcomes

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

Exclusive 360 Case Study

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*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
- New & evolving telecom players
- Key services
- Regulation
- Challenges & opportunities for operators and regulators

Case study - Global trends and impacts

Change management

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

Case study - Managing digital transformation
360° Executive Case - OTT: New Life or Death
Knell? - Introduction and scenario

DAY 2 - MARKETING, SALES & CUSTOMER SERVICE

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

Marketing, strategic sales and customer service

- Key trends impacting marketing, sales and customer service
- Market intelligence
- Marketing strategy and planning
- New service introduction
- Strategic sales
- Customer service management
- Customer experience

Case study - Marketing analysis of a current telecom service offering
360° Executive Case - OTT: New Life or Death Knell? - Market & services

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

Technology trends in networks and services

- Converged networks, devices, broadband access technologies
- Network evolution - Evolution to all-IP networks, NFV & SDN, LTE & 5G

Network planning

- Typical processes & tasks
- Traffic characterization & forecasting
- GoS, QoS, SLAs, security
- Network costing / optimization

Network management, monitoring and control

- OSS & BSS
- NOC
- Evolving network management challenges

Case study - Network Project
360° Executive Case - OTT: New Life or Death Knell? - 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 - Analysis of a service provider's digital strategy

Financial management

- Budget and control
- Costing
- Risk assessment and management techniques
- Investment analysis (Business case)
- Financial information and data for executive decision-making

Case study - Financial analysis of an infrastructure project
360° Executive Case - OTT: New Life or Death Knell? - Final preparation

DAY 5 - MANAGEMENT

A set of competencies to enhance your leadership and management capabilities

Management and leadership

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

Human resources management

- Compensation
- Performance management
- Effective employee relations
- Learning, training and organizational development

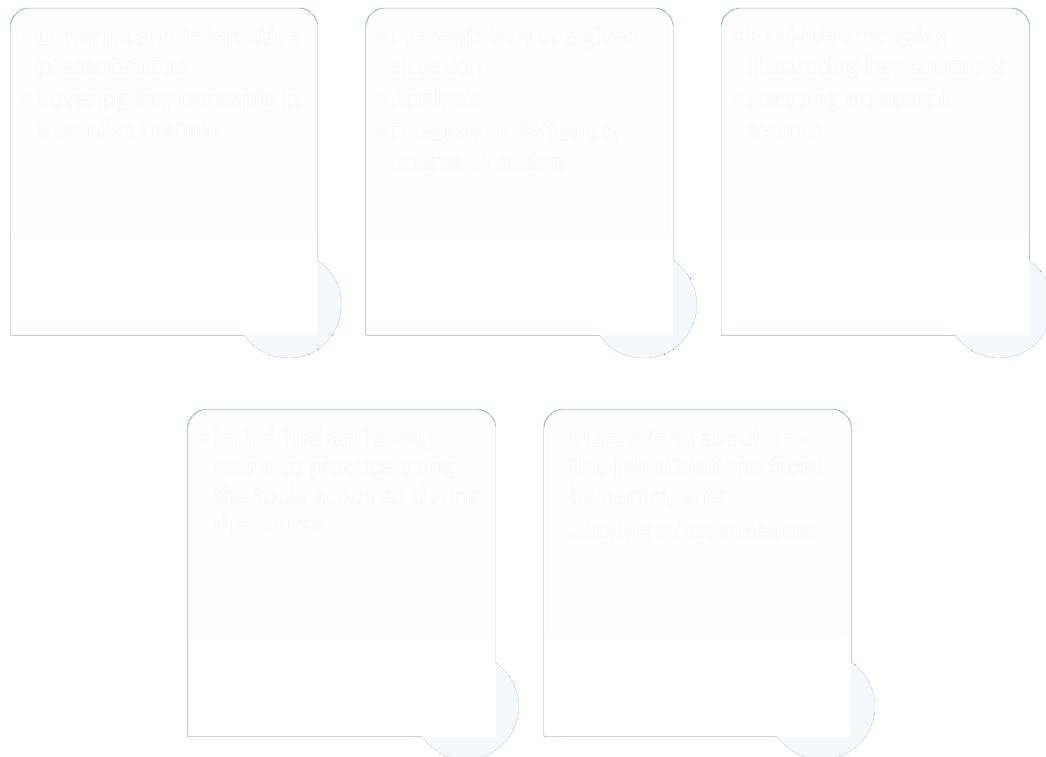
360° Executive Case - OTT: New Life or Death Knell? - Presentations and debrief

Target Audience

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

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at training@neotelis.com for more information and a Proposal.

About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

... Telecom Leaders Use Neotelis. Don't Get Left Behind! ...



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