MGT-201 - Mini MBA in Telecommunications

MINI MBA
IN TELECOMMUNICATIONS
Master the Skills to Excel in Telecom Management

"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 to provide participants with the cross-functional knowledge, skills, tools and techniques to excel in telecommunications management. The objective of the training course is to focus on real business, technology and telecommunication industry issues.

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 business cases relevant to the telecom environment, the training course ensures that participants

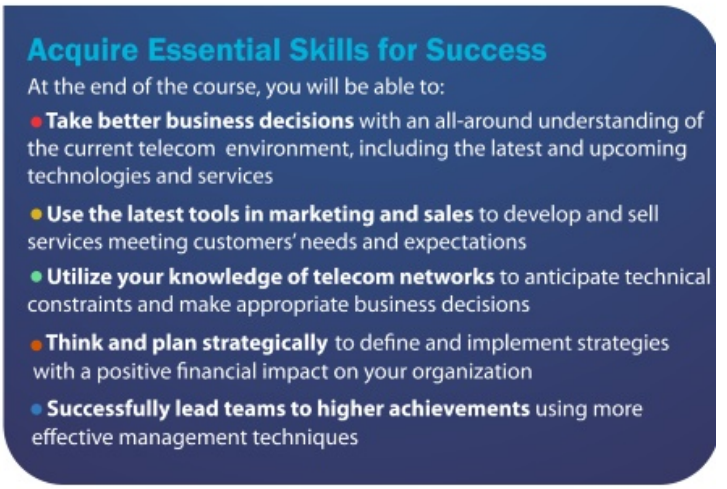
understand key business best practices and helps develop their managerial skills to reach personal and professional goals and increase their contribution to the success of their organization.

The course covers new and evolving topics in the telecom industry including 5G, IoT, SDN, NFV, Artificial Intelligence (AI), Blockchain and many others, and highlights their impacts on telecom regulations, policies, and business models of operators as well as the challenges and opportunities.

The learning will be acquired while applying these skills to a “real world” business simulation that runs throughout the Mini MBA training course: **the 360º Executive Case.** The 360 Executive Case will be completed in teams and will be based on a business situation pulled from the headlines of today's telecom sector.

Learning Outcomes





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

360° Executive Case: From Enablement to Innovation – Introduction and scenario

Global and competitive telecommunications environmentDigital transformation and market evolution

- Digital transformation and market evolution
- New & evolving players
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Evolving Services – IoT, M2M, Cloud Services, AI and Blockchain

- 5G

Workshop: A meeting with the minister

Regulatory and policy challenges and opportunities around 5G

Change management

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

Case study: Enhancing the customer experience with digital - Vodafone

DAY 2 - MARKETING, SALES & CUSTOMER SERVICE

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

360° Executive Case: From Enablement to Innovation – Market & services

Marketing, strategic sales and customer experience

- Agile service introduction
- Strategic sales
- Customer service & Customer experience management
- Business Model Drivers and Challenges of 5G
- 5G use cases

Workshop: Analyzing stakeholder empathy maps (customers/ regulator/ competitors)

Case Study: T -Mobile, The Un-Carrier Initiatives - Marketing analysis of a current telecom service offering

DAY 3 - TECHNOLOGIES & NETWORKS

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

360° Executive Case: From Enablement to Innovation – Technical considerations & organizational impacts

Technologies & network

- **Technology trends in networks and services**
  - Converged networks, devices, broadband access technologies, SDN, NFV
  - Network evolution
    - Introduction to 5G technology
    - 5G Network deployment options
    - 5G and spectrum allocation
- **Network planning**
  - Typical processes & tasks
  - GoS, QoS, SLAs, security
  - Network costing/optimization
- **Network management, monitoring and control**
  - OSS & BSS
  -

NOC

- Evolving network management challenges

- **Service fulfillment and assurance**
  - Network inventory
  - Service provisioning
  - Order handling
  - Service configuration and activation
  - Service assurance and real time analytics

Case study: Residential project network deploymentWorkshop: Comparison of different approached to rolling out 5G

DAY 4 - STRATEGY & FINANCE

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

360° Executive Case: From Enablement to Innovation – Final preparation

Strategic thinking and planning

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

Strategic thinking and planning

- Budget and control
- Costing
- Risk: assessment and management techniques
- Investment analysis (Business case)

Workshop: New trans-oceanic cable system – Investment analysis

Workshop: Team building and leadership activity

DAY 5 - MANAGEMENT

A set of competencies to enhance your leadership and management capabilities

360° Executive Case: From Enablement to Innovation – Management & leadership Management and leadership

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

***Workshop: Leadership style assessment*Huma resources management**

- Performance management
- Effective employee relations

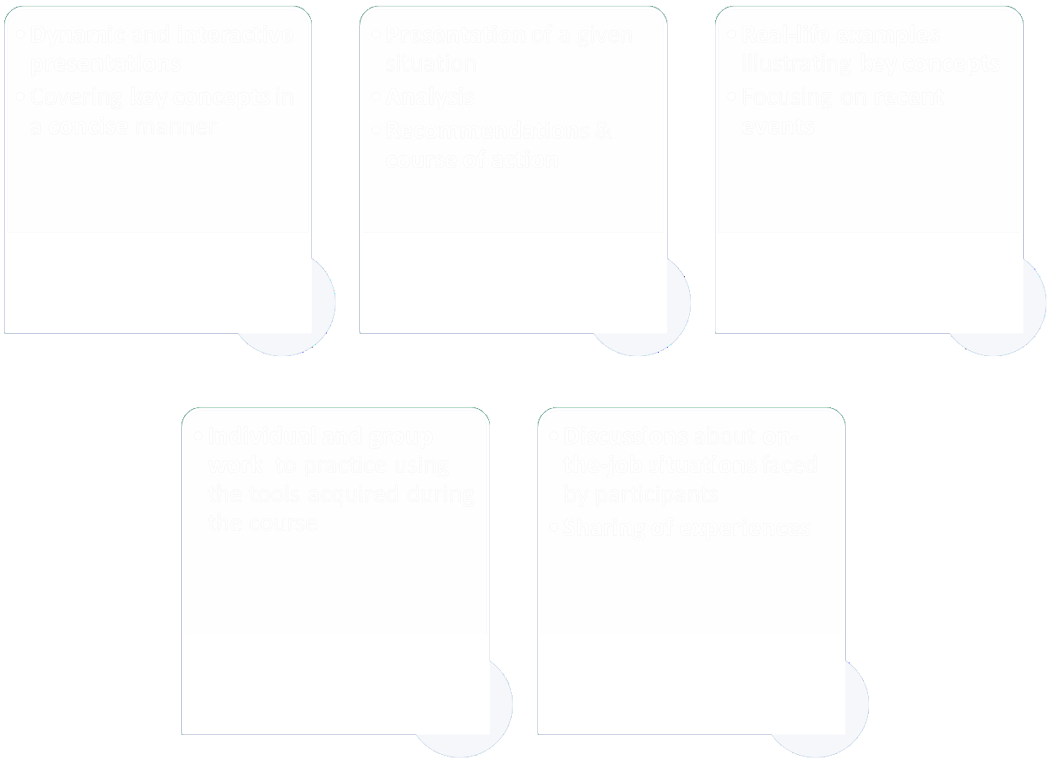
360º Executive Case: From Enablement to Innovation - Presentations and debrief

Target Audience

- Telecommunications managers to increase their personal and professional success by gaining a good understanding of the best practices in 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.



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