



CAPSTONE BUSINESS SIMULATION For TELECOM OPERATORS



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CAPSTONE BUSINESS SIMULATION For TELECOM OPERATORS



What makes this Program distinctive?

Designed for Senior and Middle managers using a 'Simulation' based program conducted in a strategy workshop style that drives experiential learning, and delivered by faculty with decades of industry experience.

The workshop provides rich, comprehensive business simulation designed to teach strategy, as well as advanced business finance, cross functional alignment, competitive analysis and the selection of tactics to build a successful, focused organization.

Participants face a complex and rapidly evolving scenario in which business acumen is tested and developed through modeling, analysis and strategic planning.

Participants run a \$100 million company for five

to eight years. At the beginning of the simulation their company is unfocused and performing poorly. It is trying to support five products in very different market segments and faces increasing customer demands.

There is immediate pressure for the management team to develop a strategy and implement it thoroughly with every decision. Each simulated year decisions are required in Research and Development, Marketing, Finance, Human Resources and Production. In later rounds, Labor Negotiation, Advanced Marketing and Total Quality Management modules are added to continue building complexity and the opportunity for competitive advantage.

Each management team selects the benchmarks that will best reflect their strategic goals from Return on Equity (ROE), Return on Investment (ROI), Market Capitalization, Market Share (in Dollars), Cumulative Profit, Return on Assets (ROA), Asset Turnover and Stock Price.

The program focuses on hard business skills required in today's competitive world supplemented by the soft skills of Leadership and Communication in the language of Business.

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Why Etisalat

Telecom Operators in every region face multiple challenges on a day-to day basis. The technology is constantly evolving, customer preferences are changing by the hour and competition is increasing by the minute. This is compounded by the fact that there is a constant need to give value to the customer while balancing it against investments in technology and processes. This creates a very complex and challenging scenario that needs to be managed by the minute.

To this end, there is a need for the key executives, managers and decision maker

within Telecom operators to grow Business Leadership skills, Business Acumen and Strategic thinking skills with a clear understanding of how their decisions impact the financial bottom line. Furthermore, it is also important that each sector/department/agency head within the Telecom Operator and his/her team operates from a mindset of cross-functional synergy and team-spirit since their actions impact the overall financial success/failure of the Telecom operator as a whole.

Finally, the recent financial crisis has shown how important it is to manage capacity, investment, innovation and finance in both growth and recessionary scenarios.

A Business Leadership Development Program using Capstone Business Simulation that will help grow the next generation of business leaders within Telecom Operators with a "Business Owner" mindset.



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This unique program is designed for :

Senior Management – CEO, VP, General Managers,
Business Unit / Profit Centre/Cost centre heads.

What are the main objectives?

You will walk away with more focused and solid experience on the following:

- Strategic Leadership Skills
- Overall Business Acumen
- Competence in Financial skills
- Awareness of cross-functional alignment
- Business Leadership skills
- Communication in the language of Business

What are the gained Benefits:

You will be practicing and viewing the results of your decisions in the following:

STRATEGY: Why is strategy important to the organization to deliver competitive advantage?

ALIGNMENT: What is the impact of an aligned versus misaligned strategy

EXECUTION: Why is execution of strategy critical?

INNOVATION: What happens when an organization does not innovate?

GROWTH: How do organizations grow and what drives growth?

ORGANIZATIONAL EFFICIENCY: How critical it is for an organization to ensure that assets are efficiently utilized to deliver returns?

OPERATIONS: The benefits of aligning marketing, sales & production plans to the strategy

PEOPLE: How critical is human resource planning to an organization's success or failure?

CHANGE MANAGEMENT: How to manage business cycles – growth and recession?

FINANCE: How people, strategy and execution translate into financial results for the company?

Program duration:

3 days followed by 60 days of ongoing use of the program to sharpen the skills acquired during the workshop.