



DELEGATE COURSE RATING
★★★★★

The Telecoms Mini-MBA

Developing and aligning
competencies for
organisational success

KEY LEARNING TOOLS

- Business Simulation
- Competency Development Journal

FIVE KEY COMPETENCY AREAS

- 1 Strategy/Business Environment
- 2 Technology
- 3 Finance
- 4 Leadership/People Management
- 5 Marketing/Customer Focus

A university accredited telecoms management programme from the leaders in telecoms training, analysis and research

- Leaves you fully equipped to take on the challenges of the telecoms industry
- Includes unique Business Simulation group exercise
- Dynamic and highly effective programme directors and specialist presenters
- Includes research and analysis provided by Informa Telecoms & Media
- Telecoms Virtual Campus and optional Competency Journal – providing ongoing learning and development



Advanced Telecoms Management Series

The Telecoms Mini MBA is part of our Advanced Telecoms Management Series – an integrated series of advanced business programmes designed to meet the learning development needs of forward-looking telecoms professionals and organisations.

**Telecoms Mini MBA
(5 Days)**

Strategy & Business
Corporate Finance
Technology
Leadership & Management
Marketing & Customer Focus



(Optional) Competency Development Journal

**Effective Telecoms
Strategies - Advanced
Business Diploma (5 Days)**

Developing Effective Strategies
The Changing Business Environment
Competitive Advantage
Finance & Strategy
Risk & Scenario Planning

OR

**Customer Focus in
Telecoms - Advanced
Business Diploma (5 Days)**

Advanced Marketing
The Changing Customer
Requirements
CRM and CEM
Branding & Marketing Comms
Customer Focus & ROMI



Who should attend?

This programme is designed for mid to senior managers, future managers, specialists, identified talent and directors from all functions within the telecommunications sector. It has been developed for those whose time is limited and who work in critical roles or situations where a lengthy period away for study is not possible. The Telecoms Mini MBA also provides an ideal opportunity to develop the organisation's talent pool and support succession planning.

Why should you attend?

Attending the Telecoms Mini MBA from Informa will ensure you:

- Achieve a better understanding of your people, your products, and your business – giving you an unparalleled view of where your organisation stands, its strengths and future growth opportunities
- Have a solid platform on which to make strategic, technical, financial and management decisions that are reliable, well grounded and commercially viable
- Gain a clear picture of the telecommunications market and its future direction, with forecasts, timelines and analysis from the experts
- Are fully versed in fixed, mobile and convergent network technology and the reasons behind its adoption, its strengths, weaknesses and limitations
- Learn best practice leadership techniques and how they can be applied within the telecoms industry
- Are fully equipped to take on new challenges and progress within your organisation
- Gain lifetime membership to our Telecoms Mini MBA Alumni Network. You will join an exclusive club, in which you can readily share ideas and expertise with like-minded colleagues via our online networking tool



University Accredited Telecoms Management Training Programme

Completing the Telecoms Mini MBA and one other ATMS programme as well as a work based project will lead to the award of a University Postgraduate Certificate in Advanced Telecoms Management. See page 6 for details. The Advanced Telecoms Management Series, including the Telecoms Mini MBA, has now been fully accredited by the University of Derby. Successful completion of the Telecoms Mini MBA will not only enable you to join the 4,000 executives worldwide who have benefited from this programme, but you'll also be able to gain credit points towards a recognised University qualification.

Combine these credit points with those gained by completing another Advanced Telecoms Management Series Programme (including the associated Competency Development Journals), along with a work based project, and you will be able to obtain a Postgraduate Certificate in Advanced Telecoms Management. (See page 6 for more information).

About University of Derby Corporate

The University of Derby Corporate (UDC) is the Business to Business division of the University of Derby. UDC are working with a wide variety of organisations to develop and deliver work based learning programmes and accredited qualifications that support organisational improvement in areas such as customer service, innovation, leadership and management. Combining academic rigour and commercial experience, the University of Derby Corporate develop relevant and robust solutions that enable businesses to achieve progress through people.





Programme

DAY 1
M 1

Welcome and Business Simulation Introduction

This initial session sets the tone of the week, including the overall programme objectives, timing and administration, the speakers, and what is expected. Delegates find out about each other and meet their team members.

The business simulation is also introduced in detail. The scope, format and expectations are set out to ensure each team is fully aware of the requirements, and that each participant can ensure they maximize the learning opportunity throughout the modules.

- What does the customer get...?
 - The Handset Experience
 - The Network Experience
 - The Overall Experience
- What does the customer want?
 - Segments - Examples
 - Heavy Voice Users
 - Texters
 - Corporate
 - Technophiles
 - Meeting the Customer Requirements
 - Quick Fixes
 - Intermediate Fixes
 - Difficult/more complex options

M 2

The Telecoms Business Environment

A comprehensive look at the evolving telecoms business world - from shareholder to customer, and all that lies between.

This module sets the scene for the rest of the week, and covers key elements of the business environment in which telecoms companies find themselves. The view of shareholders, telecom operators, vendors, service providers, and very importantly, the customer, are all examined. The changing (and increasingly complex) interrelation - ships between the different layers are discussed.

- Shareholder Requirements
- Business goals
- Overall aims of the Telco
- Spectrum
- Infrastructure
- Role of vendors
- The MVNO Case
- The Service Proposition
 - Basic services
 - Advanced services
 - The Internet and third parties
- What's involved and how do they do it?
- Procedures
- User Experience

M 3

Telecoms Industry Outlook - 2014

Many challenges and opportunities face the everchangingtelecoms industry over the next few years, and this module provides a comprehensive analysis of the current situation, as well as predicting future trends, growth markets and technologies - and the strategies that are likely to be employed. The aim is to provide a clearer picture of the way ahead - enabling more informed decisions and choices. The information is drawn from Informa's vast market intelligence resources.

- Fixed broadband trends
- Mobile broadband trends
- Business Models
- Partnerships
- Smart Devices
- M2M and Connected Devices





DAY 2

m 4

Telecoms Technologies - The Emerging Picture

With telecom technologies changing rapidly, there is a need to thoroughly understand the capabilities, limitations, and implications as each new system is adopted. This module sets out the emerging picture logically – tackling the building blocks first, before looking at the different access and core network systems in more detail.

The picture is built up from the basics to include the way in which the different technologies and elements interact to provide the overall user experience. For the mobile technologies, we concentrate on the 3GPP family, and the evolutionary path through GSM, GPRS, EDGE, 3G W-CDMA and HSxPA, and onto LTE and also including WiMAX. Interoperability, compatibility and roaming scenarios are all illustrated.

- Technology Options
 - HSPA
 - HSPA+
- Current and Future Implementation
 - LTE
- Network Building Blocks
 - Fixed
 - Access Schemes
 - DSL Technologies
 - Cable
 - FTTx
- Mobile and Mobile Broadband
 - Convergence
 - Technologies
 - NGN and IMS
 - WiMAX
 - Capabilities
 - Implementation
 - Technology
- Network Architectures
 - Connecting it all together
- Alternative Access (incl. Wi-Fi)

m 5 Corporate Finance

This module uses a market-oriented approach to major areas of applicable financial knowledge. It provides the tools to allow telecom executives to develop their financial awareness, and to apply their skills and knowledge as they develop new service propositions, or manage busy departments. It better places each participant for survival in the competitive environment of modern telecommunications.

THE BUSINESS FINANCE CYCLE

- Identifying the flow of funds in a commercial business
- Determining the factors influencing the sourcing of finance

BUSINESS SIMULATION Telecoms Business Simulation - Island Telco 2014

The unique Island Telco 2014 Business Simulation runs throughout the week – acting to tie each of the modules into the bigger picture in a practical and interactive way. As we deal with each major aspect of telecoms throughout the week, Island Telco 2014 allows you to test your ideas and understanding in a simulated environment, maximising the opportunity for learning, whilst developing a much more complete picture of the telecoms environment.

Working competitively in teams, you are asked to develop a business plan to run a converged telecoms operation on a Caribbean Island – presenting your plans to a license commission on day 5 in order to win the license to operate. All the major aspects of telecoms need to be

CAPITAL STRUCTURE

- Implications of financial risk
- The relationship with operational risk

ACCOUNTING DATA AND ITS USE IN CORPORATE CONTROL AND PLANNING

- The two principle documents
- Balance sheet
- Profit and loss account
- Putting it all together using the published accounts of a major telecoms organisation

CASH FLOW

- Tracing the vital flow of cash through every channel of business activity
- Cash being the one certain fact in the whole mix

COST/VOLUME/PROFIT ANALYSIS

- The strategic trade-off of volume and price
- Contribution analysis
- Profit value relationship

CAPITAL BUDGETING - THE CRITICAL AREA OF IRREVERSIBLE INVESTMENT

- Appraisal techniques
- The capital asset pricing model (CAPM)



DAY 3 **m 6** Leadership and People Development

So, what does it take to be an effective leader in today's telecommunications environment – a world of continuous change and constant challenges? This day long module is designed to optimise your effectiveness as a leader. It explores how you can use your management and leadership style as a strategic tool to align your organisation's culture with its strategic business objectives – whilst building support for your projects.

The programme looks at real world leaders and examines how they achieve the results that they do. It also looks at your existing level of competency in core leadership areas and provides feedback on your leadership style. We explore leadership in the real world, with a focus on overcoming resistance to change, dealing with politics and the dynamics of power distance.

FUNDAMENTAL CONCEPTS ABOUT EXECUTIVE LEADERSHIP

- Personal development and leadership development in the context of organisational growth, success and decline
- The relationship between leadership and management?
- The core competencies of effective executive leadership and how you measure up
- Your personal executive leadership strengths and areas for development

LEADING SUCCESSFUL CHANGE

- How to anticipate the need for change
- How to create the conditions for change
- Why people resist change and the strategies for handling this resistance
- The main steps for leading successful change efforts
- Case studies in leading successful organisational transformation and what we can learn

THE LEADER'S ROLE IN ENERGISING AND INSPIRING PEOPLE

- Inspiring others and talking the talk
- Building personal credibility and walking the talk
- Building and sustaining trust
- Energising the organisation through real empowerment

LEADERSHIP STYLES

- The performance dimension of leadership
- The four styles of performance leadership, how and when to use them
- Your own performance leadership style profile and its implications for the challenges you face
- Which styles do you need to develop

DAY 4 **m 7** 21st Century Telecoms Marketing

Ensuring the provision of a viable and competitive customer proposition is vital to the success of a telecoms operator, and in turn, the telecoms vendors (handset and network), and service providers. A key element of ensuring that success is communicating the proposition effectively. This module provides useful insights into marketing and positioning strategies employed within the telecommunications industry. We focus on assessing that the right products are developed within different market environments, and that marketing communications are effective, focused and timely.

- Marketing principles
- Marketing channels
- Positioning
- Segmentation
- Branding
- Promotion
- MVNOs

m 8 Service Delivery and Supporting Systems

As the service mix becomes increasingly complex (and IPcentric), effective service delivery and support systems become increasingly important. This module looks at the issues of service implementation, provision, control, and billing. Both the Operational Support System (OSS), and Business Support System (BSS) are examined, including the evolving techniques used in modern Billing systems and CRM platforms.

- The Service Mix
 - Fixed
 - Mobile
 - Convergent
- Delivering the Service



- IN and Camel
- IMS for service delivery
- Service delivery platforms
- Location Based Services
- Content Delivery
 - Delivery TV services
 - Content delivery networks
- Application Stores
 - Platforms
 - Ecosystems
- Supporting Service Provision
 - OSS
 - BSS

m 9 Operating in a Competitive Environment

Competitive Advantage and the Role of Regulation Building and maintaining sustainable competitive advantage in a dynamic environment depends on clearly identifying and meeting customers' strategic requirements profitably. This session briefly looks at how to identify and put in place sources of competitive advantage.

We then examine the role of Regulation – firstly the purpose and implications of regulating the competitive environment (and any possible unfair competitive advantage), followed by the wider requirements of providing telecommunication services in developed or developing economies. Finally, we take a more detailed look at the key players, licensing, and the key challenges.

- Sources of competitive advantage
- Building market-based sustainable competitive advantage
- Strategic, organisational and market alignment
- Measuring strategic effectiveness
- The requirement for regulation
- Benefits and implications of regulation
- Key players in regulation
- Licensing
- Key challenges

BUSINESS SIMULATION DEVELOPING THE STRATEGY

Time is set aside for teams to further develop their strategy to ensure they are fully focused on the needs of the customer in the context of the wider business strategy.

DAY 5 BUSINESS SIMULATION BRINGING IT ALL TOGETHER

With all the pieces of the puzzle in place, the teams develop their full business plan in preparation for the team presentations, ensuring they have covered all the major aspects required for success in the modern telecoms business environment.

Delegate team presentations

Comprehensive business simulation presentations are delivered by each team, presentations include:

- Overall strategy and objectives
- Market considerations
- Financial aspects
- People management
- Positioning & branding
- The service proposition
- Technology choices
- Content delivery
- Network infrastructure
- The rollout plan

REVIEW SESSION

This section is used to review the bid presentations – providing valuable feedback and a critical appraisal. It is facilitated by the programme speakers.

