

# Telecoms Mini MBA



Live Virtual  
Classroom

## From Communications Service Provider to Digital Solutions Provider

**The leading 5-day Mini MBA programme for the telecoms ecosystem,  
fully updated for the digital economy 2025**

Join the 10,000 industry professionals from 350 leading operators, vendors, service providers, regulators and industry associations who have benefited from the programme.

100% Online with our Virtual Classroom platform, cost effective training programmes deliver the same high quality learning experience without the need to travel

## Live Virtual Campus

[www.telecomstechacademy.com/telecoms-mini-mba](http://www.telecomstechacademy.com/telecoms-mini-mba)



A photograph of two men in a professional setting, likely a meeting or training session. One man is looking at a laptop screen while the other looks on. The image is partially obscured by a teal geometric shape in the top left corner.

## WHAT MAKES THE TELECOMS MINI-MBA UNIQUE?

- **Deep dive sessions:** that tackle the key technology, business, leadership, marketing and finance issues
- **Sustained learner engagement:** with a small group approach, case studies and an engaging Business Simulation exercise
- **Latest market data and analysis from Omdia:** the market-leading research and consulting business focused on helping digital service providers and their vendor partners thrive in the connected digital economy

### Newly added for 2020

- Focus on digital transformation of the telco throughout the programme
- Understand the latest industry outlook including a specific focus on the enterprise environment
- Strategic focus on technology evolution including 5G, SDN and NFV
- Customer experience and marketing
- Plus Unique and updated Business Simulation for the New Digital Economy 2025

### Delivered live online on our Virtual Classroom platform

- **100% Online** - Cost effective training solution and no need to travel!
- **Instructor-led** - Experience engaging live training with our experienced subject matter experts
- **Collaborative** - Work with your fellow students through your course

## Telecoms & Tech Academy

### About Telecoms & Tech Academy

Our training solutions are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers from across the telecoms and wider ecosystem.



Brought to you by

**informa**tech

### Part of Informatech

We are born out of Informa's rich history in enhancing individuals and businesses with knowledge. Our learning solutions equip professionals with the capabilities and network they need to progress and drive performance.

# PROGRAMME FOCUS

Students study modules in 5 focused competency areas plus participate in a business simulation exercise that runs throughout the programme.

	Focused Modules	What's covered:
Strategy/Business Environment	Up-to-the-minute industry analysis of the industry today which features unique market data from Ovum's team of 150 industry analysts.	<ul style="list-style-type: none"> <li>Telecom industry trends &amp; forecasts</li> <li>Industry structure &amp; services</li> <li>Current and emerging strategies</li> <li>Digital transformation strategy</li> </ul>
Technology	Covering existing and emerging technologies, these modules ensure students are better equipped to make confident and commercially grounded technology choices as the organisation evolves.	<ul style="list-style-type: none"> <li>Technology evolution &amp; developments</li> <li>Network building blocks &amp; support systems</li> <li>Network evolution including, 5G, SDN and NFV</li> </ul>
Finance	A rapid, thorough and uncomplicated look at the essential financial techniques used in modern telecoms providing an ideal toolkit for any manager.	<ul style="list-style-type: none"> <li>Understanding corporate finance &amp; accounting</li> <li>Principle financial accounting documents</li> <li>KPIs – Assessing performance using Ovum</li> <li>Cost optimisation</li> </ul>
Leadership & Management	Highly practical interactive sessions offer an opportunity to enhance management and leadership skills, providing a solid foundation to drive change in any organisation.	<ul style="list-style-type: none"> <li>Leadership skills &amp; techniques</li> <li>Managing change &amp; business relationships</li> <li>Implementing plans &amp; maximising performance</li> </ul>
Marketing/Customer Focus	Thought provoking sessions that put the customer proposition sharply in focus. Although the customer offering is at the heart of most topics, these sessions take a more formal look at marketing and customer expectations.	<ul style="list-style-type: none"> <li>Marketing, customer experience &amp; the customer value proposition</li> <li>Competitive advantage and Customer Value Management</li> <li>Operating in a competitive environment</li> <li>Telecom regulation</li> </ul>
Business Simulation	This unique business simulation is fully updated for Digital Economy 2025 and runs throughout the five days, offering the opportunity to test ideas in a simulated environment	Working in small teams, participants will consider and evaluate all the major aspects of setting up and running an effective telecommunications company.

## WHO SHOULD ATTEND THE TELECOMS MINI MBA?

	Why attend?	Past Delegates
C-Level & Senior Managers	Align commercial and technical operations with strategy – enabling value creation through agility, customer centricity and effective positioning	<ul style="list-style-type: none"> <li>Chief Executive Officer</li> <li>Regional Director</li> <li>Chief Operations Officer</li> </ul>
Middle Managers	Develop the competencies required to make the step up to more senior roles whilst becoming a driver for digital transformation	<ul style="list-style-type: none"> <li>Network Manager</li> <li>Team Leader</li> <li>Technical Specialist</li> </ul>
Future Managers & Identified Talent	Rapidly bring identified talent up to speed on all aspects of the modern telecoms industry	<ul style="list-style-type: none"> <li>Graduate Trainee</li> <li>High-Potential Talent</li> </ul>
Technical/Network Management	Technical staff learn to align technology solutions to the wider business strategy	<ul style="list-style-type: none"> <li>Technical Director</li> <li>Field Operations Manager</li> <li>Head of Network Planning</li> </ul>
Marketing/Sales/Commercial	Developing a deep understanding of the telecoms business environment, and new & disruptive technologies, to integrate commercial operations with the wider business strategy	<ul style="list-style-type: none"> <li>Business Development Manager</li> <li>Marketing Business Analyst</li> <li>Head of Marketing</li> </ul>



# DETAILED PROGRAMME AGENDA

	Day 1	Day 2	Day 3	Day 4	Day 5
8.30 - 9.00	Office Hours	Office Hours	Office Hours	Office Hours	Office Hours
9.00 - 9.30	Welcome & Intro to Case Study	Telecoms Technologies - Understanding the Evolution	Digital Transformation - Telecoms Marketing Challenges	Customer Focus, Segmentation & Customer Value Management	Case Study: Bringing it all Together
9.30-10.00					
10.00-10.30	Online Team Building				
10.30-11.00	Break	Break	Break	Break	Break
11.00-11.30	Telecoms Business Environment	Strategy & the role of 5G, NFV & SDN	Driving Customer Experience	Digital Marketing & Branding	Case Study: Bringing it all Together
11.30-12.00					
12.00-12.30		Case Study: Technology	Case Study: CEX	Case Study: Marketing	
12.30-1.00	Lunch	Lunch	Lunch	Lunch	Lunch
1.00-1.30	Office Hours	Office Hours	Office Hours	Office Hours	
1.30-2.00	Telecoms Business Outlook - Context for Change	Advanced Telecoms Finance	Digital Leadership - Best Practice Transformation Techniques	Regulation in the Digital Age	Case Study: Team Presentations
2.00-2.30				Case Study: Regulation	
2.30-3.00					
3.00-3.30	Break	Break	Break	Break	Break
3.30-4.00	Roles of Enterprise & ICT	Omdia World Telecoms Financial Benchmarks	Leading Successful Change for the Transforming Telco	Case Study: Business Model Canvas	Case Study: Award of Licence & Wrap Up
4.00-4.30					
4.30-5.00	Case Study: Industry Strategy	Case Study: Financial Modelling	Case Study: Transformation & People Strategy	Case Study: Busines Simulation Preparation	
5.00-5.30					
5.30-6.00	Office Hours	Office Hours	Office Hours	Office Hours	

**Office Hours:** University style "office hours" where participants can drop in and seek assistance from Trainers

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## BENEFITS FOR PROFESSIONALS

- Develop the knowledge to impact strategic debate and contribute actively to technology, financial, management and marketing decisions
- Discuss with confidence the emerging dynamics of the telecoms market and wider technology ecosystem
- Develop new business models and identify areas for future competitive advantage
- Understand your role in the wider organisation
- Be a driver for digital transformation in your organisation

## BENEFITS FOR YOUR ORGANISATION

- Build an agile, innovative organisation that is best placed to monetize creativity
- Drive significant change and digital transformation across the business
- Identify areas for sustainable competitive advantage as the market evolves
- Implement customer focused strategies to build loyalty and maximise ROI
- Build a shared vision of the future and develop goals and objectives to deliver
- Assess new technologies and supporting systems - identifying key requirements
- Make decisions on commercially viable transformation initiatives and technologies

“

Excellent presentation, session live and very interactive. Presenter took time to answer questions well.

TB, UTS

“

Trainer was very experienced. The material that was provided was great and we received some excellent recommendations on how to handle specific situations.

SD, MTN

“

I have not seen a better teacher with knowledge & communications skills.

CO, Springcell

## OUR FACILITATORS AND PRACTITIONERS

Our team of versatile expert trainers can deliver training at all levels and can make complex technology issues accessible to non-technical staff as well as deliver in-depth engineering training. Our business trainers are specialists in their field, enabling them to address the key issues affecting the telecoms industry today.

# LIVE VIRTUAL CLASSROOM

## ENGAGING INSTRUCTOR-LED TRAINING

**All our training programmes are deliverable as engaging online learning courses via our live Virtual Classroom platform.**

Our cutting-edge instructor-led online virtual classroom solutions offer an engaging and enjoyable experience that replicates our face-to-face training experience to deliver knowledge and develop the competencies you need to succeed.

Our programmes are designed to ensure an optimal training experience - focusing on practical application of the concepts and topics covered.

We deliver the same market leading programmes online so you can benefit from the flexibility to take the training at a location of your choice without the need to travel!

### Why Choose a Virtual Classroom?

**Enjoy the same classroom learning experience online**

- Benefit from the same quality training programmes at a location of your choice.
- Minimise downtime with highly impactful training
- Cost effective training that saves on travel expenses and time.
- Experience an intimate class setting
- Interact with your course tutor and fellow students throughout the course including group exercises, file sharing and live Q&A's.
- Review the training material after the course
- All sessions are recorded so you can review the material anytime.



# WHO HAS COMPLETED THE TELECOMS MINI MBA?

## Organisations

Here are just some of the 350 organisations who have completed the Telecoms Mini MBA

### Operators



### Vendors



### Government/Regulatory



### Other

