

# Telecoms Mini MBA

## 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.

Available as public training programmes and in-company solutions

[www.telecomstechacademy.com/minimba](http://www.telecomstechacademy.com/minimba)



A photograph of two men in a professional setting, likely a meeting. 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 Ovum:** 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 this year:

- 1 - Focus on digital transformation of the telco throughout the programme
- 2 - Understand the latest industry outlook including a specific focus on the enterprise environment
- 3 - Strategic focus on technology evolution including 5G, SDN and NFV
- 4 - Customer experience and marketing

Plus Unique and updated Business Simulation for the New Digital Economy 2025

**10,000+ industry  
professionals have  
completed the programme**

**97% learner  
satisfaction  
rating**

## 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.

## KNect365 Learning

an **informa** business

### Part of KNect365 Learning

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>

# PROGRAMME MODULES AND AGENDA

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Welcome & Business Simulation Introduction	Telecoms Technologies - Understanding the Evolution	Energising & Inspiring People	21st Century Telecoms Marketing	Business Simulation: Bringing it all together
Telecoms Business Environment - Understanding transformation	Telecoms Technologies - Strategy & the role of 5G, SDN & NFV	Leading Successful Change - for the transforming Telco	Customer Focus and Value Management	
Lunch				
Telecoms Industry Outlook - Context for change	Advanced Telecoms Finance	Understanding the Modern Telecoms Customer	Operating in a Competitive Environment	Delegate Presentations: Sharing the Strategy
Telecoms Industry Outlook - The role of Enterprise and ICT	Ovum World Telecoms Financial Benchmarks	Driving Customer Experience	Business Simulation Preparation	Aware of License & Review Session
Break				
Free Evening	Business Stimulation	Business Simulation	Business Simulation - Preparing the Strategy	Course End

- Strategy/Business Environment
- Emerging Technologies
- Finance
- Leadership & Management
- Marketing/Customer Focus
- Business Simulation



## 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 it
- 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.

# 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





## HOW TO REGISTER

Web: [www.telecomsacademy.com/minimba](http://www.telecomsacademy.com/minimba)

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Email: [training@telecomsacademy.com](mailto:training@telecomsacademy.com)

**Available as public training programmes and in-company solutions**



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