



falconbury



Pioneers & Leaders in the field of sector *'Mini-MBAs'*

A 10-WEEK SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE

Start 13 September 2010 • End 19 November 2010

Alternatively start anytime or download it

**BUY 2
GET THE 3RD
FREE**

See back page
for details...

The Telecoms 'Business Masters'TM

Focus on the essential practical skills, knowledge and techniques needed to be a high performing manager in the field of telecommunications



THIS COURSE WILL:

- **Update** you on the strategic pressures facing organisations within the Telecoms industry
- **Advance** your knowledge of strategic planning techniques in practice in the Telecoms industry
- **Boost** your knowledge of key competitive marketing techniques and tools successfully employed in the Telecoms industry
- **Examine** what drives sales growth and how it is planned and managed across a Telecoms business
- **Develop** your skills as a leader and manager within a Telecoms business
- **Improve** your strategic financial awareness and have a direct impact on the bottom line
- **Enhance** your understanding of the legal terminology in commercial contracts and boost your negotiation techniques

Designed for:

Executives and managers within, or supplying to, the telecommunications industry.

Certified by:



www.falconbury.co.uk

The Telecoms 'Business Masters'TM

Start 13 September 2010

End 19 November 2010



Focus on the essential practical skills, knowledge and techniques needed to be a high performing manager in the field of telecommunications

Why choose the Telecoms 'Business Masters'?

The telecommunications industry is at the forefront of the information age – delivering voice, data, graphics and video at ever increasing speeds and in an increasing number of ways.

This distance learning programme incorporates everything an executive from the Telecoms industry needs to know to improve corporate and personal effectiveness.

The course provides an overview of key regulatory, technical, and financial trends impacting the established and new entrant providers in the industry. It analyses the technology trends underlying many of the strategies and principles executives are applying as they attempt to build businesses.

Over 10 concise modules you will focus on essential management theory, practice and techniques applied in the context of the telecommunications industry. The key business skills developed will ensure that you take a dynamic approach to overcoming each challenge you face and improve the bottom line of your business.

This distance learning course gives you

- 1 FLEXIBILITY** – learn at your own pace and place of your choosing
- 2 MANAGEABLE** weekly instalments and self-assessment progress questions
- 3 REDUCED EXPENDITURE** – no hotel, travel fees or time away from office
- 4 SELF MANAGED STUDY** – no compulsory marked test or assignments
- 5 CERTIFICATE** on course completion
- 6 GUIDELINE ANSWERS** for self-assessment questions
- 7 PRACTICAL LEARNING** in an accessible format
- 8 OPTIONAL FINAL ASSESSMENT** upon completion of the course

Structured to fit into your working day

The course is designed to fit around your current commitments with each module requiring an average study time of up to 3 to 4 hours. Course materials can be sent to you anywhere in the world and offer the flexibility of studying at work, at home or on the move, while having access to confidential help and support from our experts.

The best possible preparation for future challenges

This distance learning programme has been specifically designed for executives and managers working within the telecommunications industry. In today's commercial environment it is vital that you continually develop and build your management skills to stay ahead of the competition.

The modules have been developed to combine comprehensive training in both generic and industry specific business and commercial techniques to ensure you develop as an individual within your organisation.

It combines learning focused specifically on enhancing pure management skills with modules that illustrate how and which techniques are applied practically within the sector. By the end of the course you will have the confidence to drive your business and career forward.

Who should enrol on this programme?

Executives and managers across the telecommunications industry who want to increase their understanding of successful strategic management within the sector.

Those who want to enhance their own performance and their key management, leadership and Telecoms industry skills.

Online final assessment

Upon completion of the course there is an optional final assessment in the form of an online multiple choice paper. This is evaluated by ADLiB (Academy of Distance Learning in Business) faculty.

MODULE 1

Introduction to the Telecoms market

- Market analysis of the Telecoms industry – Ofcom 2007/2008
- Communications today and an overview of the main technologies in telecommunications
- Convergence explained
- Next Generation networks
- Key trends for the future
- Investigating Mobile Virtual Network Operators (MVNO's)
- Overview of satellite communications

MODULE 2

Strategy and strategic planning in the Telecoms sector

- The key to business success in the telecommunications market
- Effective market analysis within the sector
- Understanding the strategic importance of the ITU
- Strategic penetration of Internet Protocol and VoIP solutions
- The Global ICT community, regulatory bodies, standards issues and MOU's
- How to adopt a Green IT strategy
- Case studies
 - Strategic alliances
 - Disaster recovery
- Environmental impact on choosing suppliers
- Overview of the main players in telecommunications

MODULE 3

Managing yourself and others

- First learn to master yourself
- Performance management
- Communicate and motivate
- Effective coaching
- Tackling poor performers
- Managing your team
- ... and also your time

MODULE 4

Learn to be a leader

- What do we mean by management?
- A survey of leadership styles?
 - Sun Tzu
 - Sensitive leadership
 - Exemplary leadership
 - Inspirational leadership
- The leader as mentor
- Decision-making in leadership
- Management and leadership, essentially a team effort

MODULE 5

Sales planning and management for business growth

- Sales planning and development
 - Territory planning
 - Targets and forecasting
 - Products and competitors
- Managing your accounts and targeting new accounts
- Targeting new accounts
- Managing the sale
- The sales presentation and proposal
- Closing the sale

MODULE 6

Mastering marketing in the Telecoms industry

- How marketing works
- Choosing your customers
- Global marketing strategies
- Marketing strategies
- The marketing mix
- The marketing plan
- Brand management
- Pricing
- Product life-cycle
- Distribution
- Segmentation

MODULE 7

Demystifying finance – Finance and accounting principles in practice

- Understanding basic accounts
 - P&L account
 - Balance sheets
 - Assets and liabilities
- How to analyse performance
 - Balance sheet measures
 - Finance ratios
 - Working capital management
 - Detailed case study
- External analysis: the press
 - PE's, yields and market cap
- Accounting principles
 - Fixed assets
 - Depreciation and amortisation
 - Long term liabilities
 - Owner's equity
 - Notes to the accounts

MODULE 8

Demystifying finance – Budgeting and decision-making

- The budget
 - Setting a budget
 - Reviewing a budget
 - Zero-based budgeting
 - Monitoring your budget
 - Management accounting
- Analysing costs
 - Break-even
 - Building up costs
 - Decision-making and golden rules for decisions
- Making sense of the future
 - Techniques for decision-making
 - Rate of return and payback period
 - Time value of money
 - Discounted cash flow



MODULE 9

Demystifying finance – Financial management in the Telecoms sector

- What drives Telecoms? – from a financial perspective
- Telecoms is just a money making machine – or is it?
- What is an income statement (P&L account)?
- What is different in a Telecoms income statement
- What is in a Telecoms balance sheet – what is a license worth?
- As ever the importance of cash generation
- Accruals, amortisation, depreciation and impairment explained
- What does the future hold? – the importance of budgeting – budgets tied to longer term corporate objectives
- Financial strategy
 - Costing – volume and price (thus margin) issues
 - The financial effects of regulation
 - Capital expenditure – project appraisal – using models to make better decisions
- Understanding finance is vital

MODULE 10

Negotiating and managing commercial contracts

- Legal foundation for negotiation
- Freedom to negotiate
- Agreements of the parties
- Duty to disclose information
- Representations, promises and puffery
- Duress and undue influence
- Exclusion clauses
- Unfair contracts
- Managing the relationship
- Effective expectation engineering
- Supporting documents and evidence
- Platform building
- Taking defensive measures
- Identifying time bombs
- Developing corporate, general and personal relationships
- Negotiation tips and tactics



TELECOMS IN-HOUSE TRAINING

www.falconbury.co.uk/inhouse

Falconbury have developed an extensive range of in-house training programmes designed specifically for the Telecoms industry in both face-to-face and distance learning format. Each programme can be developed for your needs or we can create something new that will specifically fit your business culture and development needs. Topics include: Understanding the Telecoms Industry, Finance for the Non-Financial Manager in the Telecoms Industry, Drafting Contracts for the Telecoms Industry, Mini-Masters and many more.

For your FREE quote, please contact Caroline Glen on **+44 (0)20 7729 6677** or email inhouse@falconbury.co.uk

Need it for your whole team?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal or licence agreement please contact



Ehi Alonge on +44 (0)20 7729 6677 or email ehi.alonge@falconbury.co.uk

Telecoms organisations who have used Falconbury events

Atlantique Telecom • Bakcell Ltd • Cameroon Telecommunications • Cisco Systems • Emblaze Mobile Ltd • Faldete Telecommunications SAL • Immarsat • Kyivstart GSM • Mauritius Telecom • Microsoft • Moldcell • Motorola • Nokia Siemens Networks • O2 Communications • SKYPE • Sri Lanka Telecom Ltd • Telecommunications Regulatory Authority (UAE) • Telecommunications Services of Trinidad & Tobago Ltd • Telekom Srbija AD • T-Mobile Macedonia AD Skopje • Turkcell • Vodafone Panaphone

Three ways to take this course

- 1 Start on 13 September and receive one module every week for 10 weeks
- 2 Start the course at anytime and receive all the modules all in one go
- 3 Go to www.falconbury.co.uk/distancelearning and enrol to receive the course as pdf downloads immediately upon payment

123



Contributing faculty

KEVIN HARD has a background in sales and management development within the Telecoms industry. His extensive experience in the industry includes setting-up and managing a national sales team to launch the successful Datatrak and Band3 products within the UK market. He spent many years working with a major telecommunications consultancy advising many major UK corporates, offering independent advice to enable organisations to make informed decisions on their strategic initiatives in telecoms including MEUC, GKN, Warners, Somerfields, Lloyds. He was regularly involved in the training of new personnel and set up a training service -3C for customers to fill a gap in the market and introduced new innovative technologies into the UK from Israel (VoIP) – Lloyds, Freeserve; Australia (CMS) – Boots, NHS, and Digital Literacy (Finland) – IBM, SAP. He now runs his own consultancy working with clients to provide management and commercial training for managers and senior level executives.

IAN RUSKIN-BROWN has been the owner/entrepreneur of several service businesses, a course director at the Chartered Institute of Marketing for courses on marketing in the service sector and has designed, written and piloted in-company training courses on marketing and selling consultancy services for a number of international Telecoms businesses.

MARK THOMAS is an international business consultant, author and speaker specialising in business planning, managing change, human resource management and executive development. Based in London, Mark work across the globe – he has worked in over 40 different countries and is a frequent conference and seminar speaker on business, organisation and human resource issues. He has worked extensively with Telecoms companies including BT, T-Mobile, Nokia and KPN.

RALPH TIFFIN is a chartered accountant and registered auditor – principal of McLachlan+Tiffin. The firm has a wide range of clients and supports clients with audit and advisory work in area such as an

introduction to IFRS, ethics and fraud prevention. As a consultant he acts for many companies in the UK and overseas including British Telecom, Cable and Wireless and Telekom Malaysia on subjects ranging from understanding finance and accounting for telecoms companies, project appraisal, budgetary control systems through to fraud prevention and how proper accounting can help business.

MICHAEL WILLIAMS is an international management consultant. His main clients include leading business schools as well as several universities and a wide range of companies throughout Europe and North America including, T-Mobile and Danish Telecom. He is author, or co-author, of many books in the fields of leadership, management practice and organisational psychology.

TIM BOYCE has been involved in contract management for over 20 years. He began his career in the Ministry of Defence holding executive positions in contracts and contracts policy and finance. His industrial career began at Plessey in 1980 after which he enjoyed appointments with Siemens, British Aerospace and as commercial director at BAE systems. His functional responsibilities have included contracts, commercial, procurement, estimating, legal, project accounting and the implementation of the European Business Model.

JULIAN CLAY has spent the past ten years helping companies increase their sales effectiveness by improving their sales and management processes. His vast selling experience, business and psychology training have given him an invaluable insight into how a successful sales operation works. This has involved specific areas like account management, sales forecasting and looking at how CRM systems can be adapted to monitor and improve performance. Other projects have included developing a sales forecasting programme and writing and delivering many sales coaching and tailored training programmes in the areas of Transport, Paper, IT and Pharmaceuticals as well as 'Open' programmes for many other markets which have included, Electronics, Aviation and Telecoms.



THE TELECOMS 'BUSINESS MASTERS'TM

10 WEEKLY MODULES

Start 13 September 2010 • End 19 November 2010

Ref: 1513

Start anytime • Download it: www.falconbury.co.uk/distancelearning

Please quote your Partnership Number to receive your reduced rate

IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

For more than three participants please photocopy the form as needed

1st participant's details		Download now!		Partnership Price	
Full Price		SAVE £200/€259		SAVE £250/€313	
<input type="checkbox"/> £1250	<input type="checkbox"/> €1559	<input type="checkbox"/> £1050	<input type="checkbox"/> €1300	<input type="checkbox"/> £625	<input type="checkbox"/> €779

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email

2nd participant's details		Download now!		Partnership Price	
SAVE 15%		SAVE 15%		SAVE £250/€313	
<input type="checkbox"/> £1062.50	<input type="checkbox"/> €1325.15	<input type="checkbox"/> £892.50	<input type="checkbox"/> €1105	<input type="checkbox"/> £625	<input type="checkbox"/> €779

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email

3rd participant's details		Download now!		Partnership Price	
FREE		FREE		SAVE £250/€313	
<input type="checkbox"/> £FREE	<input type="checkbox"/> €FREE	<input type="checkbox"/> £FREE	<input type="checkbox"/> €FREE	<input type="checkbox"/> £625	<input type="checkbox"/> €779

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email

Contact details (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)*

NOTE: Enrolments received within 7 working days of the start date may experience a delay in receiving the first Module.

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email

Organisation details

Company _____
 Address _____
 Postcode _____ Country _____
 Tel _____ Fax _____

Payment details

NB Please note that payment must be made in advance of the course, Falconbury reserves the right to refuse the release of modules if payment has not been received.

I enclose a cheque made payable to Falconbury Ltd PO Number _____

I would like to pay by bank transfer (BACS) payment:

In GBP Sterling (£) to Nat West Sort Code 60-04-16 • Account No. 30212820

In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831
 IBAN No. GB78NWBK60721190618831

Please charge my credit card Mastercard Visa

Card no.

Expires Security number (last three digits on signature strip)

Alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name _____

Signature _____

* Contact details above must be those of the cardholder

6140/

5 WAYS TO ENROL

WEB www.falconbury.co.uk/distancelearning
 E-MAIL distancelearning@falconbury.co.uk
 FAX +44 (0)20 7729 6110
 TEL +44 (0)20 7729 6677
 POST Falconbury Ltd, 10-12 Rivington Street
 London EC2A 3DU, UK

THE FEE INCLUDES

- 10 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

HOW TO REGISTER AND PAY

An invoice and enrolment confirmation will be sent within 7 days, please contact us if you have not heard anything after that time.

Payments may be made by credit card, by bank transfer (for bank account details please see payment details section of enrolment form) or cheque made payable to Falconbury Ltd and posted to the address above. Any questions please contact **customer services on +44 (0)20 7729 6677.**

MULTIPLE ENROLMENT DISCOUNTS

A multiple enrolment discount of 15% is available on the 2nd and subsequent participant if booked at the same time from the same organisation. This discount can apply to any online discount but, unless otherwise stated, this may not be used in conjunction with any other offer or the Falconbury Training Partnership Scheme.

ALWAYS READ THE SMALL PRINT

CANCELLATIONS AND TRANSFER:

Once we have received your enrolment form the place(s) are confirmed.

Up to 28 days before the course

- Cancellation – 10% administration fee
- Transfers – Free of charge
- Substitute delegates – Free of charge

27 to 14 days before the course

- Cancellations – 100% fee
- Transfers – 10% fee
- Substitute delegates – Free of charge

13 to 0 days before the course

- Cancellations – 100% fee
- Transfers – 100% fee
- Substitute delegates – Free of charge

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. No substitute may be made after the start of the course.

PARTNERSHIP CONDITIONS

The Falconbury Training Partnership Scheme cannot be used in conjunction with any other discount offer, including multiple booking discounts, unless otherwise stated or negotiated.

PLEASE NOTE

- It may be necessary, for reasons beyond the control of Falconbury, to alter the line-up of authors or course content. However, every effort will be made to adhere to the published syllabus
- Every effort will be made to distribute the materials according to the schedule. However, certain unforeseen circumstances may delay the despatch of materials

DATA PROTECTION

The personal information provided by you on this form will be held on a database. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose please write to: The Database Manager, Falconbury Ltd, 10-12 Rivington Street, London EC2A 3DY, UK.