

EXECUTIVE COURSE ON SPACE BUSINESS, MANAGEMENT & MARKETING

Aims and Objectives

The aim of this course is to provide the participants, from various academic and professional backgrounds, with a thorough introduction to the subject of space business management and marketing.

The course will consist of an intensive five-day course. Every aspect space business management and marketing will be addressed, starting with business opportunities in space, project management as well as issuing request for proposals and selecting contractors.

By the end of the course, participants should feel confident and competent in all aspects of the management of space projects.

It is suggested the course format should be informal, where questions to the presenter are encouraged throughout the modules. This would enable participants to obtain immediate clarifications, or further detailed explanations of the topic at hand.

At the end of each day, time has been set aside for additional interactive questions and answers, to enable further clarifications of specific topics covered during the day. This has been created to ensure all the relevant topics have been covered, to the level of detail desired by the participants.

Timetable for course on Space Business, Management & Marketing

	Day 1	Day 2
9:00/9.40	1. BUSINESS OPPORTUNITIES IN SPACE <ul style="list-style-type: none"> • Communication • Television • Earth Observation • Navigation • Others 	5. SATELLITE SIZE <ul style="list-style-type: none"> • Small • Medium • Large
9.40/10.40	2. REQUIRED SATELLITE ORBITS <ul style="list-style-type: none"> • LEO • MEO • HEO • GEO 	6. VALUE ADDED CHAIN <ul style="list-style-type: none"> • Content provider • Satellite operator • Customer Service Organisation
10.40/11.00	COFFEE BREAK (20 mins)	COFFEE BREAK (20 mins)
11.00/11.45	3. SPACE TRANSPORTATION SERVICES <ul style="list-style-type: none"> • Launch service providers 	7. COMPETITION WITH TERRESTRIAL NETWORK AND/OR SERVICES <ul style="list-style-type: none"> • Telephony • TV • Others
11.45/12.30		
12.30/13.30	LUNCH BREAK (1 hour)	LUNCH BREAK (1 hour)
13.30/14.30	4. SATELLITE SYSTEM <ul style="list-style-type: none"> • Satellite construction (Bus) • Satellite construction (Payload) • Satellite construction (AIV) 	8. MARKETING OF SATELLITE SERVICES <ul style="list-style-type: none"> • Sales of Content • Transponder Capacity • Satellite Capacity
14.30/15.00		
15.00/15.20	COFFEE BREAK (20 mins)	COFFEE BREAK (20 mins)
15.20/16.50	OVERLAP TIME	OVERLAP TIME
16.50/17.00	COFFEE BREAK (10 mins)	COFFEE BREAK (10 mins)
17.00/18.00	INTERACTIVE Q&A SESSION	INTERACTIVE Q&A SESSION

	Day 3	Day 4
9:00/9.40	9. SPACE BUDGETS <ul style="list-style-type: none"> • National • International • NASA • ESA • Others 	13. COST ESTIMATION METHODOLOGIES <ul style="list-style-type: none"> • Top down • Bottom up • Others
9.40/10.40		
10.40/11.00	COFFEE BREAK (20 mins)	COFFEE BREAK (20 mins)
11.00/11.45	10. PROJECT DEFINITION <ul style="list-style-type: none"> • Business requirements • System specification • Design Solutions 	14. PROGRAM PLANNING METHODOLOGIES <ul style="list-style-type: none"> • Work breakdown structure • Time schedules • Cost plans
11.45/12.30		
12.30/13.30	LUNCH BREAK (1 hour)	LUNCH BREAK (1 hour)
13.30/14.30	11. PROJECT REVIEWS <ul style="list-style-type: none"> • System requirements review (SRR) • Design reviews (PDR, CDR) • In-orbit acceptance review (IOAR) • Other reviews 	15. PROGRAM MANAGEMENT & CONTROL <ul style="list-style-type: none"> • Status monitoring & control • Finance control • Documentation & configuration control • Action item control • Reporting • Meeting coordination
14.30/15.00		
15.00/15.20	COFFEE BREAK (20 mins)	COFFEE BREAK (20 mins)
15.20/16.50	12. PROJECT BUDGETS <ul style="list-style-type: none"> • Satellite • Launch service • Ground station • Insurance 	16. BUSINESS PLAN <ul style="list-style-type: none"> • Return on investment (ROI) • Business strategies • Start-up plan • Alpha clients • Road map
16.50/17.00	COFFEE BREAK (10 mins)	COFFEE BREAK (10 mins)
17.00/18.00	INTERACTIVE Q&A SESSION	INTERACTIVE Q&A SESSION

	Day 5
9:00/9.40	17. REQUEST FOR PROPOSAL <ul style="list-style-type: none"> • Satellite specification • Launch service requirements • Statement of work (SOW) • Product assurance (PA) requirements • Project plans
9.40/10.40	18. PROPOSAL PREPARATION INSTRUCTION <ul style="list-style-type: none"> • General and special requirements • Guidelines
10.40/11.00	COFFEE BREAK (20 mins)
11.00/11.45	19. PROPOSAL STRUCTURE <ul style="list-style-type: none"> • Executive summary • Technical proposal • Management proposal • Commercial proposal
11.45/12.30	
12.30/13.30	LUNCH BREAK (1 hour)
13.30/14.30	20. PROPOSAL EVALUATION <ul style="list-style-type: none"> • Evaluation criteria • Weighing factors • Points • Scoring
14.30/15.00	
15.00/15.20	COFFEE BREAK (20 mins)
15.20/16.50	21. CONTRACTOR SELECTION & NEGOTIATION <ul style="list-style-type: none"> • Down selection • Short list • Technical • Management • Price • Payment schedule • Contract
16.50/17.00	COFFEE BREAK (10 mins)
17.00/18.00	INTERACTIVE Q&A SESSION