



Faculty of Commerce and Administration
School of Information Management

Info 325 TELECOMMUNICATIONS IN BUSINESS

Trimester 1 2007
COURSE OUTLINE

Contact Details	
Course Coordinator:	Tony Thistoll Room EA 105 Tel. 021 446 270 Email: tony.thistoll@vuw.ac.nz
Office Hours	Monday 14.10 - 15.00 Wednesday 16.10 – 17.00

Class Times and Room Numbers	
Dates:	Day: Monday & Wednesday From: 26-Feb- 2007 To: 01-June-2007
Times:	1310 – 1400pm
Venue:	Easterfield LT206
Prerequisites:	22 200-level INFO, ELCM or COMP pts (Not INFO211)
Restrictions:	INFO 314
Points Value:	24

Course Description

A Study of current Telecommunications technologies from a business and management point of view, covering the pertinent developments in communications protocols, telecommunications service options, networks operations, bandwidth, Internet and data transfer applications.

“Telecommunications and the technologies that have been converging around it are arguably the fastest-moving, most exciting group of industries on earth”¹

TUANZ. 2005.

¹ TUANZ (2005) Digital Strategy and Communications Technology Issues A briefing paper for the incoming Minister of Communications and Information Technology (Unpublished).
http://www.tuanz.org.nz/tuanz/submissions/submissions_home.cfm (accessed 22 January 2006)

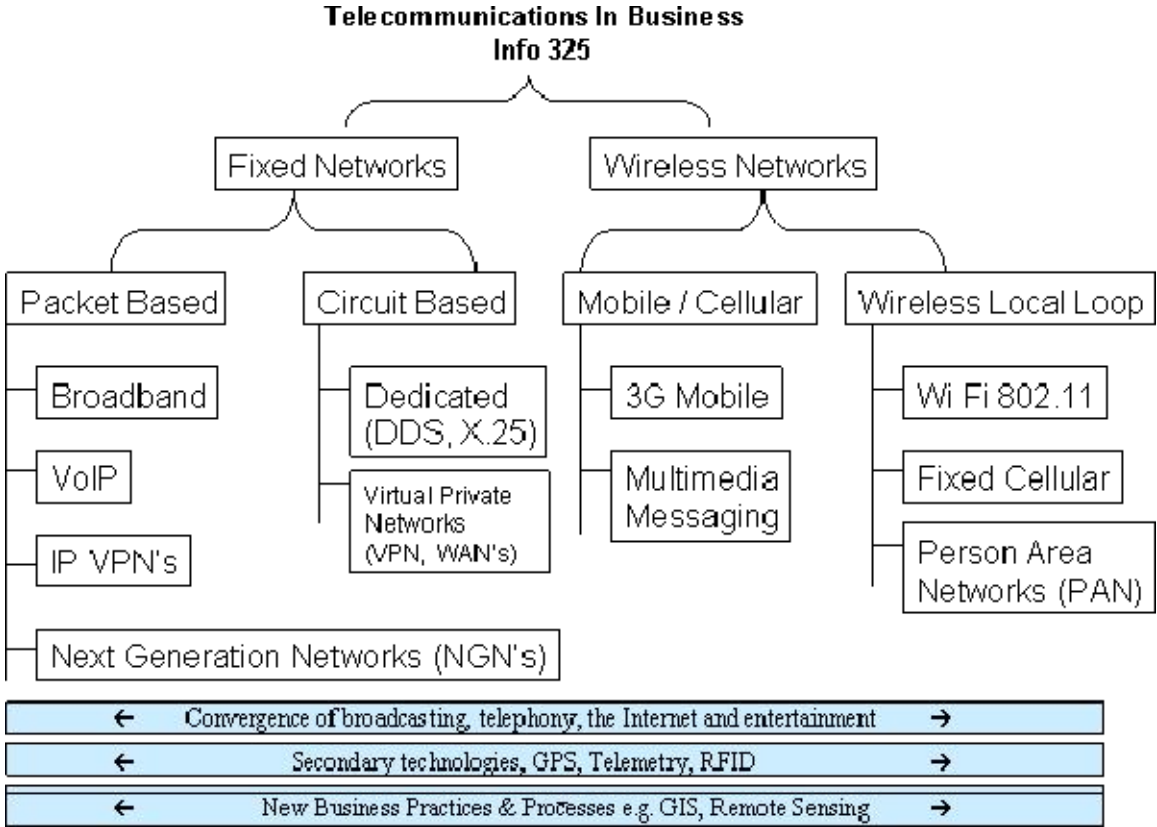
Technology and telecommunications have so permeated our lives that we tend to not even notice it is there. But the technology provides an organization with the tools and capabilities for creating a competitive advantage in their particular part of the market. With the global nature of telecommunications, the ability of an organization to move and share information, collaborate over distances, and manage all aspects of their business have combined to make the technology of telecommunications a business essential commodity. This means that a viable company will view the use, implementation, and support of technology a process that must be handled as a business decision. Carr & Snyder. 2003.

Course Objectives

On completion of the course students will be able to:

1. Describe the major telecommunications technologies used within businesses today.
2. Analyse from a commercial perspective an extensive range of telecommunication technologies and solutions identifying advantages and limitations.
3. Analyse from a commercial perspective emerging telecommunication technologies, and proposed standards that could influence the way businesses conduct business.
4. Identify emerging technologies that allows us to go online anytime anywhere.
5. Describe and discuss key factors impacting on adoption and take-up of telecommunication technologies and solutions.
6. Competently discuss key managerial and organisational issues surrounding telecommunications in business.

Course Content



Class	Date	Topic	Preparation	Comments
Week 1 Classes 1 & 2	26 Feb 28 Feb	Introduction Course Overview Assessment What is Telecommunications	Chapters 1	
Week 2	05 March 07 March	The Basics What technologies we use, fixed networks	Chapters 2&3	
Week 3	12 March 14 March	Data Communications (Circuit Based)	Chapters 4&5	
Week 4	19 March 21 March	Network Topology & Architecture	Chapters 6& 7	Guest Lecturer
Week 5	26 March 28 March	Enterprise Networks Voice Over IP (VoIP) IP VPN's	Chapter 8 Plus posted readings	
Week 6	02 April 04 April	Next Generation Networks NGN's	Chapters 10 & 13	Guest Lecturer
Mid term break	09 & 13 April			
Mid term break	06 & 20 April			
Week 7	23 April 25 April	Review Assignment 1 The World is Flat	The World is Flat	
Week 8	30 April 02 May	- - Secondary Technologies e.g. GPS Business Application - GIS & Remote Sensing	Posted readings	
Week 9	07 May 09 May	Business Applications	Posted readings	
Week 10	14 May 16 May	- 3G Mobile & Beyond Authentication & Authorisation	Posted readings	Guest Lecturer or Visit to Mobile Operator
Week 11	21 May 23 May	Emerging Technologies & Issues	Chapters 15 &16 Plus posted readings	
Week 12	28 May 30 May	Summing up Preparing for Assessment In class Assessment		

Tutorials

There will be tutorials for this paper, which begin in week 4. The format for tutorials and tutorial streams will be discussed in the first lecture. Below is an indicative guide to tutorial sessions and content:

Class	Date	Topic
Week 1	26 Feb	No Tutorials
Week 2	05 March	No Tutorials
Week 3	12 March	No Tutorials
Week 4	19 March	Tutorial Format Presentation requirements Assignments
Week 5	26 March	General discussion / exercise on topics / issues in the media
Week 6	02 April	General discussion / exercise on topics / issues in the media
Mid term break		09 April
Mid term break		16 April
Week 7	23 April	Presentations – Presentation Reports
Week 8	30 May	Presentations – Presentation Reports
Week 9	07 May	Presentations – Presentation Reports
Week 10	14 May	General discussion / exercise on topics / issues in the media
Week 11	21 May	Preparation for in class assessment
Week 12	28 May	No Tutorials

Readings - Required Course textbook:

Carr, Houston H. & Synder, Charles A. *The Management of Telecommunications: Business Solutions to Business Problems enabled by Voice and Data Communications*. McGraw–Hill Irwin, New York, 2003.

International ISBN 0-07-119928-4

Book site address & Online Student Centre:

http://highered.mcgraw-hill.com/sites/0072489316/student_view0/

Friedman, T. L. (2006). *The World is Flat - The Globalized Word in the Twenty First Century*. London, Penguin Books.

ISBN-13 978-0-141-02272-7

Websites of Interest – Resource Material

There are numerous technology and telecommunications related websites on the Internet. Some suggestions are:

www.digitalstrategy.govt.nz	<i>NZ Government Digital Strategy</i>
www.ict-nz.org.nz	<i>ICT – New Zealand Website</i>
www.stuff.co.nz/infotech.html	<i>General IT, eCommerce news articles in New Zealand</i>
www.brint.com	<i>news, articles, white papers</i>
www.whatis.com	<i>A glossary of terms</i>
www.howstuffworks.com	<i>Brief descriptions of technical items</i>
<i>Telecom Paper</i>	<i>Telecommunications Industry Papers</i>
<i>BBC Technology News</i>	<i>BBC technology news sites</i>
<i>Information resources for IT professionals - ZDNet</i>	
http://cyberatlas.internet.com/	<i>Cyber Atlas</i>
<i>International Telecommunications Union</i>	<i>ITU coordinate global telecom networks services.</i>
<i>CNET News</i>	
<i>Worldbank</i>	<i>Has country specific Telecommunication reports</i>
<i>TUANZ</i>	<i>Telecommunication Users Association of New Zealand</i>
<i>Ministerial Enquiry into Telecommunications</i>	
<i>Ministry of Economic Development - Telecommunications Sector</i>	

Course site

This course will make extensive use of blackboard with new readings regularly posted on the site along with the weekly lecture presentation slides. Students are required to regularly check blackboard.

Assessment Requirements

To pass Info325 a student must meet the mandatory requirements and achieve at least an average of "C" over all the assessment.

<u>Assessment</u>	<u>%</u>	<u>Date</u>
Research Project		
- Progress of Telecommunications Reform in NZ	35%	04 April
Group Presentation Report		
- Topical Issues	15%	In Tutorials TBA
Business Proposal		
- Telecommunication Solution(s)	30%	16May
In class - Supervised Assessment	20%	30 May

Overview – Research Project – Progress of Telecommunications Reform in New Zealand - 35 % of final mark

The New Zealand Government has developed a [Digital Strategy](#) to create a digital future for all New Zealanders, using the power of information and communications technology (ICT) to enhance all aspects of our lives. It is a strategy for ensuring New Zealand is a world leader in using information and technology to realise our economic, environmental, social and cultural goals.

“The Digital Strategy isn't just about technology ... it's about people and their ability to connect to the things that matter to them”².

To enable this future, The New Zealand Government has made Telecommunications Reform a key priority.

In 2006 the New Zealand Government moved to unbundled the Local Loop. When looking at the activities of the incumbent operator in the Local Loop, Telecom New Zealand Ltd the Government believed this was not enough and then went on to introduce and pass the Telecommunications Amendment Act (No 2) 2006 to increase the speed of change.

You are required to research, analyse and discuss the issue of Telecommunications reform in New Zealand. You are also to arrive at and substantiate your own conclusion as to how Telecommunications reforms are progressing in New Zealand.

Be sure to cover the following areas in your paper

- Key policies, regulations and actions of the New Zealand Government in the last 3 -5 years, related to Telecommunications reform.
- Actions of the incumbent Local Loop operator Telecom New Zealand Ltd and other telecommunication providers (as appropriate) to introduce broadband services.
- International best practice in regards to Telecommunications reform.

Overview – Presentation Report: 15 % of final mark

These are group presentations to your tutorial class, on key leading edge technologies, and business practices that have occurred in recent years that impact on telecommunications. Your assessment for this task will focus on your presentation content and the quality of the research your group does for the presentation, as well as the quality of the presentation itself.

Group size will be 3 people per group, and each group will be given a specific technology topic, which will be allocated in the first tutorial. Groups will also be allocated their presentation date at the first tutorial. You and your group will then be asked to investigate the topic and prepare a succinct management briefing for the class. Presentations should be planned to be 15 minutes long, allowing 5 minutes for questions (total 15 – 20 minutes maximum).

As part of the assignment you are required to prepare a 3- 4 page hand out for your fellow students on the topic.

²Digital Strategy. (2005). [The Digital Strategy: Creating Our Digital Future](#) (Unpublished). <http://www.digitalstrategy.govt.nz> (accessed 22 January 2006)

Overview – Business Proposal: 30% of final mark

You are just starting up your own Real Estate Company and plan to have 15 Real Estate Agents working in your organisation spread throughout the greater Wellington area. While you are initially planning to open up 2 local offices your agents will spend a considerable amount of time working away from the office.

The Real Estate industry is a competitive industry with a number of new entrants entering the market with new business models such as flat rate commissions. Advances in technology, the huge popularity of Trademe Property along with the increasing uptake of broadband are starting to have significant impacts on the Real Estate industry in New Zealand.

You wish to ensure your new business venture is successful but are worried as to how Information and Communication Technologies (ICT) are changing the industry as well as how you are going to utilise ICT advances within your business. You have decided to prepare a proposal to help you decide the best way forward

The proposal needs to:

- a) Analysis and discuss how ICT advances are changing the way Real Estate is brought and sold in New Zealand
- b) Identify relevant telecommunications solutions and make recommendations as to actual products and service provider solutions which will meet the requirements of you, your agents and your customer have in order to successfully fulfil your business objectives.

In class - Supervised Assessment: 20 % of final mark

The final exam for this paper will be in the form of an in-class supervised assessment which will be 50 minutes in length and will require you to answer short answer discussion questions.

Penalties

In keeping with standards of professionalism appropriate to this degree, it is expected that deadlines will be honoured. In fairness to students who complete work on time, work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the course coordinator as soon as possible.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic.

Student Commitment - Workloads and Terms Requirements:

You are required to attend all course sessions, read assigned materials, and contribute to discussions. For each week of the course, plan to spend two hours in class, plus three to four hours preparing for class. Additional time will be required for completion of course assignments.

Class participation

Students are expected to attend every class. Where absenteeism is unavoidable, the lecturer should be informed in advance as far as possible.

As an important component of the course is the interaction and sharing of ideas and perspectives during the class sessions, participation in the class discussions will be monitored carefully. The emphasis will lie on the quality of contributions rather than on the frequency. Particularly valued will be:

- Effective starting of a discussion
- Injection of a unique perspective into a discussion
- Inter-relating of various perspectives
- Drawing together things learnt during the discussion
- Relating discussions on new topics to those already covered

Researching and presenting information beyond the confines of the prescribed readings

Format of assignments

Assignments must be submitted in hard copy to the course Coordinator. They should be computer-formatted, 12pt font, 1.5 line spacing, single sided papers, to allow for written comments on the paper. Appendix material does not count toward the required assignment length.

Grading Standards

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfills requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

Pass Criteria: To pass the course, you must gain a weighted total of 50% across all assignments.

Communication of Additional Information

This course will make extensive use of blackboard with new readings regularly posted on the site along with the weekly lecture presentation slides. Students are required to regularly check blackboard.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give

further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at: www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.