TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

Info 325 TELECOMMUNICATIONS IN BUSINESS

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details
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Trimester Dates
First Lecture: Tuesday 14th July 2009.
Last Lecture: Friday 16th October 2009.
Examination to be held in the official exam period – the time of the exam is set by the University.

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via
http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

Class Times and Room Numbers

Lectures: HU119, Tuesday and Friday 16:10 – 17:00

Tutorials: 1hr tutorials will take place on Wednesday from Week 2 to Week 10 (Note. There is no tutorial scheduled for Week 6) – booking information will be provided on Blackboard.

Course Content

Week	Dates/Times	Topic	Tutorials	Note
1	14/7 17/7	Introduction and background to telecommunications. Analogue and digital communications.	Sign up for a tutorial group	(a) Sign up for a tutorial group. Your choice of tutorial affects your assignment topic.
2	21/7 24/7	Data communications Cables and fibre optics	Tutorial 1 – environment scan process and purpose.	Come along to your tutorial with initial thoughts about how you will approach the assignment.
3	28/7 31/7	Guest (Citylink) The ISO interconnect model	Tutorial 2 – ISO layers.	Submit Assignment 1 outline before Tuesday lecture
4	4/8 7/8	TCP/IP I TCP/IP II	Tutorial 3 – TCP/IP	
5	11/8 14/8	Radio and Mobile networks, Guest (Vodaphone)	Tutorial 4 – Assignment help desk	
6	18/8 21/8	Switching and Routing, WiFi/WiMax	No Tutorials	Assignment 1 due 1:00 pm Friday 21st August
Mid Term Break				
7	8/9 11/9	VOIP, Advanced Networks	Tutorial 5 – advanced network applications	
8	15/9 18/9	Guest (REANNZ) Media convergence	Tutorial 6 – Business case development	Submit business case outline before Tuesday lecture
9	22/9 25/9	Example case, International telecommunications	Tutorial 7 – case discussion	
10	29/9 2/10	Telecommunications market dynamics Broadband policy	Tutorial 8 – Assignment 2 help desk	
11	6/10 9/10	Application examples Future trends	No Tutorials	Assignment 2 due 1:00 pm Tuesday 6th October
12	13/10 16/10	Technology revision Exam briefing	No Tutorials	

This course is a co-constructivist exploration of telecommunications in business as it applies to a 2009 perspective. In this course topics are introduced and discussed in lectures and tutorials. Following this introduction, students are expected to follow up with personal learning strategies such as reading, online explorations and supplementary exploration associated with the assignments. We will begin with an exploration of the core technologies that make up telecommunications infrastructure and then move on to examining the commercial, social and organisational application of these technologies.

Course Learning Objectives

	By the end of Info325, students should 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 proposed standards that could influence the way businesses conduct business.
4	Identify emerging technologies that allow connectivity anytime anywhere.
5	Describe and discuss key factors impacting on adoption and take-up of telecommunication technologies and solutions.
6	Summarise and discuss key managerial and organisational issues surrounding telecommunications in business.

Course Delivery

Lectures:
- Face to face lectures are the primary delivery medium for this course.
- Materials posted on Blackboard are designed to supplement classes only; you cannot count on Blackboard for a complete view of the course.
- Topics that arise from in class discussion are part of the course and may form part of the final examination.
- There is a direct link between attendance in class and overall success in the course.
- A number of guest lectures have been arranged with industry leaders to supplement the topics covered and are part of the assessable material of the course. *Note. Guests may make their materials available, but you shouldn't count on it.*
- Please take your own notes. My slides are useful for me to keep track of the flow of the course material and can act as part of your notes – however, they shouldn't be a replacement for keeping track of what is important for your personal learning.

Tutorials:
- Tutorials for Info325 have two functions:
    1. To provide a supplemental discussion of some of the more technical aspects covered in lectures.
    2. As a way of preparing for and discussing the Assignments. Specific techniques for carrying out the assignment tasks will be covered in tutorials and an opportunity for feedback on your assignment plans will be provided.

    Nb. Tutorials are aligned with each of the assignment topic choices.

Blackboard discussion forums:
- You are strongly encouraged to participate in discussions on Blackboard.

Expected Workload
The faculty guideline suggests for a 24 point paper you should spend:
2 hrs attending lectures
1 hr attending tutorial
Up to 10 hrs doing readings, lecture and tutorial preparation and writing assignments

Readings

Textbook: Rosengrant, Introduction to telecommunications 2nd edition.

Week 1	**Chapters 1,2,3**
Week 2	**Chapter 13**
Week 3	**Chapters 5,27, 16**
Week 4	**Chapter 6,7**
Week 5	**Chapters 13, 24**
Week 6	**Chapters 9,12, 24**
Week 7	**Chapter 11**
Week 8	**See Blackboard**
Week 9	**See Blackboard**
Week 10	**See Blackboard**
Week 11	**Chapter 28**
Week 12	**Revision**

Materials and Equipment

This course will make extensive use of the Internet and online resources.

Assessment Requirements

A detailed assignment brief will be handed out in class.

Tutorial	Assignment Topic
1	Voice over Internet Protocol (VoIP)
2	Mobile sales-force automation
3	Web 2.0 and Social Networks, hype or opportunity?
4	Public Wi-Fi
5	Public Safety with telecommunication

Assignment 1 – Environment scan and report to management:

In this assignment you will need to carry out a search of available materials using online sources, library databases, industry white papers etc to assess the current technology options for a particular technology choice. Your scan should be comprehensive enough to allow the reader to appreciate the choices, likely benefits, risks and complexity involved in a technology path. Maximum 3000 words including appendices.

This Assignment may be delivered several ways (not restricted to):

- A traditional written report.
- A website or blog using Web2.0 tools such as Net-Vibes or blogging sites
- A multimedia document such as video or PowerPoint.

Note: Delivery media may vary but the audience and the content remain the same.
*The assignment brief will provide you with several technology options to assess, pick **ONE** only and sign up for the relevant tutorial session that goes with your topic.*
You may also propose to me an option that you would like to inquire into that may be relevant to your work setting but be aware that there will be less tutorial support available to you if you do.

Outline – 10% - due Tuesday 28 July before class, 3 pages max.
Report – 25% - due 1pm Friday 21st August (length will be advised in tutorials), if you choose to deliver the assignment via a Web2.0 technology you will also have to provide a shorter summary document as evidence of the Web2.0 activity.
Assesses Learning Objectives 1, 2 and 4

Note 2: It is possible to gain full marks with a written report only; creativity delivery helps but is not essential.

Assignment 2 – Business case:
Unless there is a very good reason not to, this assignment should draw upon your learning in assignment one, using it to build a business case for the technology you explored in the first assignment. This time you are taking a business case perspective and writing a case supporting the adoption of this technology for an organization – the assignment brief will provide several organization types for you to base your assessment on. As with the first assignment, you may wish choose a real organization you are familiar with to prepare this for – please let me know before hand if you want to do this.
This assignment can also be delivered with alternative media. However, bear in mind that your audience is board level executives. So, if you do a YouTube video, it needs to be a relevant format.

You will need to provide:
- An executive summary document.
- The report itself (on whatever media you deem appropriate)

Outline – 10% - due Tuesday 15 September before class, 3 pages max.
Report – 25% - due 1 pm Tuesday 6th October (length will be advised in tutorials)
Assesses Learning Objectives 2, 3, and 6

Examination:
Exam 30% of the course, expect to see:
- Multi choice recall questions
- short answer questions
- A short essay question
Assesses Learning Objectives 1, 4, 5, and 6

Any special requirements which students must fulfil to pass the course should be listed under mandatory course requirements.

The following note should be included in every course outline:

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

The final examination for this course will be scheduled at some time during the period from Tuesday 27 October to Saturday 14 November 2009.

Penalties

In fairness to the rest of the class, deadlines are non-negotiable, loss of limb or other similar tragedy with get a sympathetic ear. A 10% per day (including weekends) penalty applies to late assignments.

Mandatory Course Requirements

To pass the course you must submit both assignments and sit the examination and obtain an exam score of 40% or more and obtain an average of 50% for the overall course mark.

Tutorials

Attendance at tutorials is not compulsory, but information and discussion in tutorials will be essential for completing the assignments.

Communication of Additional Information

Changes to the course, supplementary materials and important notices will be conveyed at the beginning of lectures and on the Blackboard site. Please check Blackboard regularly – I suggest at least Tuesday and Friday.

Academic Integrity and Plagiarism

http://www.victoria.ac.nz/home/study/plagiarism.aspx

General University Policies and Statutes

http://www.victoria.ac.nz/home/about/policy/academic.aspx

Faculty of Commerce and Administration Offices

http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/