

School of Information Management

INFO 325 - TELECOMMUNICATIONS IN BUSINESS

Trimester One 2011

COURSE OUTLINE

Names and Contact Details

Instructor and course coordinator

Allan Sylvester

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Office hours:: Wednesday and Friday after class for 1 hour.

Senior Tutor

Xiaoyi Guan

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Room: RH502

Trimester Dates

Teaching Period: Monday 28 February – Friday 3rd June

First Lecture Wed 2 March – Last Lecture Friday 3rd June

Study Period: Monday 6 June – Thursday 9 June

Examination Period: Friday 10 June – Saturday 2 July (inclusive)

1. Withdrawal from Course

Your fees will be refunded if you withdraw from this course on or before 11 March 2011.

The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting *documentation*

The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures: GBLT4, Wednesday and Friday 11:30am – 12:20pm

Tutorials: 1hr tutorials will take place from Week 2 to Week 12 - time and place and sign up information will be provided on Blackboard in Week 1.

Course Content

Week	Date	Class	Topic	Assessment	Reading
1	2 Mar	L1	Analogue/Digital signals, bandwidth		Ch1 pp4-9 Ch3 pp75-110
		No tutorials this week – sign up for a tutorial group			
	4 Mar	L2	OSI and TCP/IP stacks		Ch1 pp15-19
2	9 Mar	L3	Local Area Networks		Ch6 pp198-222
		T1	TCP/IP		
	11 Mar	L4	Wide Area and Metropolitan Networks		Ch9 pp293-324
3	16 Mar	L5	Wi-Fi (802.11)		Ch7 pp231-241
		T2	Networks		
	18 Mar	L6	Domain Name System		Ch5 pp157-172
4	23 Mar	L7	Network Neutrality		See Blackboard
		T3	DNS		
	25 Mar	L8	Social and New Media		See Blackboard
5	30 Mar	L9	Messaging		Ch2 pp53-59
		T4	Network Neutrality		
	1 Apr	L10	Standards and Treaties		Ch1 pp22-25
6	6 Apr	L11	PSTN/POTS		See Blackboard
		T5	Messaging		
	8 Apr	L12	Cellular Radio Networks		Appendix D
7	13 Apr	L13	3G Cellular Systems		See Blackboard
		T6	PSTN		
	15 Apr	L14	Convergence	Essay Due 11:20am	Appendix C and Blackboard
Mid-Term Break					
8	4 May	L15	Open Access		Ch10 pp336-357 and Blackboard
		T7	Convergence		
	6 May	L16	International data carriers		See Blackboard
9	11 May	L17	Broadband		See Blackboard
		T8	Open Access		
	13 May	L18	Sensor and short range networks		See Blackboard
10	18 May	L19	WiMax		Ch7 p241 and Blackboard
		T9	Broadband		
	20 May	L20	Web and Web2.0		Ch2 pp49-51
11	25 May	L21	Service providers		See Blackboard
		T10	Wi-Max		
	27 May	L22	Monetisation	Business Case due 11:20am	See Blackboard
12	1 Jun	L23	Satellites and GPS		See Blackboard
		No tutorials this week			
	3 Jun	L24	Revision		

This course is an exploration of telecommunications in business as it applies to a New Zealand perspective in 2011. Topics and technologies are introduced and discussed in lectures and followed up tutorial classes. Students are expected to follow up the material with personal learning strategies such as reading widely, exploration online materials and carrying out personal supplementary research associated with the assignment topics. The key concepts for modern telecommunications are introduced early and used later in the course to explore the technologies that make up telecommunications infrastructure. This understanding provides students with the understanding to carry out a critical examination of the commercial, social and organisational applications of telecommunications technologies as they evolve.

Course Learning Objectives

By the end of INFO325, students should be able to:		Learning goals	Major attributes
1	Describe the major telecommunications technologies used within businesses today.	LG1	MA2,MA3
2	Analyse from a commercial perspective an extensive range of telecommunication technologies and solutions identifying advantages and limitations.	LG1	MA1,MA2
3	Analyse from a commercial perspective proposed standards that could influence the way businesses conduct business.	LG3	MA5,MA7
4	Identify emerging technologies that allow connectivity anytime anywhere.	LG1	MA4
5	Describe and discuss key factors impacting on adoption and take-up of telecommunication technologies and solutions.	LG3	MA4,MA2
6	Summarise and discuss key managerial and organisational issues surrounding telecommunications in business.	LG4	MA6,MA2, MA1

Course Delivery

Lectures:

- Face to face lectures are the primary delivery medium for this course.
- Materials posted on Blackboard are designed to supplement classes; 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. The broadband scene in New Zealand and internationally is evolving rapidly, items sourced from current news may well be part of our discussion.
- There is a direct link between attendance in class and overall success in the course.
- Guest lectures and videos may be used 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 thought of as a replacement for your own personal learning strategy.

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 assignment topics. Specific support for the assignments will be covered in tutorials and an opportunity for feedback on your essay plan will be provided.

Blackboard discussion forums:

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

Expected Workload

The faculty guideline suggests for a 15 point paper you should plan to spend (per week):

- 2 hrs attending lectures
- 1 hr attending tutorial
- Up to 7 hrs doing readings, doing independent topic research, preparing for lectures and tutorials and writing assignments.

Readings

- Textbook:- Business Data Communications and Networking 10/e** by FitzGerald & Dennis. ISBN: 0-470-05575-8
- Supplemental readings and links will be posted on Blackboard.
- Students are also expected to follow the news for materials and announcements related to ultra-fast broadband and telecommunications market developments.

Assessment Requirements

Assessment item	Date	Objective tested	Percentage
Essay (2000 words)	11:20am 15 April	1,2,3,4	25%
Business Case (2000 words)	11:20am 27 May	2,3,5	25%
Tutorial participation.	Attend and participate in six out of ten tutorials.	All	10%
Final Examination (2 Hour exam)	As announced in the examination timetable.	All	40%

The following note should be included in every course outline:

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

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the period from Friday 10 June – Saturday 2 July 2011.

Penalties

The penalties to be incurred for late submission of work or for exceeding work limits are: 10% of the available marks per day late.

Mandatory Course Requirements

To pass the course you must obtain more than 40% of the available marks in the final examination and achieve an overall score of more than 50% across the course after the application of any relevant weighting factors to none, some, or all assessments.

You are required to attend at least six out of the ten available tutorials.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class via the Blackboard site. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Changes and announcements to do with the course will happen via Blackboard as the primary communications channel – please check Blackboard regularly. Blackboard will also contain additional reading materials and links to online resources.

Additionally, administration items are flagged at the beginning of lectures – attendance in class is your best means of knowing what is happening in the course.

Use of Turnitin (if applicable)

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com> Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

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

General University Policies and Statutes

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices
<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme
http://www.victoria.ac.nz/st_services/mentoring/

MARKING RUBRIC for essay assignment.

Academic Essay.

Describe and discuss the New Zealand government ultra-fast broadband (UFB) plans. This essay will examine the background, the current plans and activities and the possible outcomes. It will need to:

- Describe the technical challenges and barriers for fibre rollout in New Zealand.
- Discuss the social and economic benefits and potential impacts of UFB rollout (or lack of) to New Zealand.
- Discuss the demand profile for UFB adoption.
- Contrast New Zealand’s plans with Australia’s equivalent.
- Describe and discuss the role (or not) of network neutrality and open access.
- Provide an opinion or prediction of the current and emerging state of urban and rural broadband in New Zealand.

2000 words, properly APA referenced (25%)

	A	B	C	D
Description of New Zealand's UFB plans.	Clearly articulated	Some coverage but lacks depth	Minimal description	Not mentioned
Reflective evaluation of UFB policy.	Shows true insight	Some understanding	Minimal appreciation shown	None
Technology layers described using standard systems architectural language	Multiple	Two	One	None
Breadth of reading and refs	Comprehensive	Adequate	Few	Minimal
Understanding of economic and social consequences of technology adoption.	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Contrasting with Australia	Excellent discussion	Good discussion	Some understanding	No real understanding
Understanding of open access and net neutrality.	Shows clear understanding	Some appreciation	Surface understanding only	No idea
Originality	Shows independent thought	some new ideas	derivative	copied
Argument	Logical Flow	Understandable	Hit and miss	Confused

Depth of investigation of topic	Excellent	Good	OK	Poor
Focus	All content to the point & relevant	a little extraneous material	noticeable irrelevant material	Didn't answer the question
Presentation	Excellent	Good	OK	Poor
APA citation	Exact	Minor Inconsistencies	Incorrect formatting	Not used
Essay Format	Structured	Bit wandering	confused	Messy
Word Count	As required		outside the specification	much too short or too long
What was delivered:				
A	A quality of learning and understanding that is the best that could reasonably be expected in this course.	Shows insight, has reflected on their personal learning strategies, understands the implications of using a particular philosophy, has critically evaluated their learning. Has presented their personal approach to their topic.		
B	Highly satisfactory but lacks the flair that distinguishes A	Has described the technology, how they are used, has shown some understanding of the economic and social issues and their justification, but not to the level for an A.		
C	Quite satisfactory but not of the same standard as a B.	Has made good attempt at the assignment, but has not demonstrated real insight about the consequences or problems of the UFB plans. Justification may not be explicitly shown.		
D	Minimally Acceptable. at the lower end of what is acceptable from a Masters student.	May have described some technologies but not shown that they know how to apply them. Little or no reflection on how knowledge of UFB might affect their approach to their understanding of the topic.		
F	Less than acceptable.	Below the standard expected from a 300 level student.		

MARKING RUBRIC for business case assignment.

Business case.

Examine the case scenario provided in class and prepare a business case that covers:

- Describe the key technology issues in language suitable for an intelligent but non-technically trained audience.
- Discuss the key business benefits.
- Describe the stakeholders in the scenario and discuss their roles.
- Prepare a benefit-realisation description that addresses, time required to realise benefits, return on investment and non tangible evaluation of benefits.
- Make and justify a recommendation to proceed (or not).

2000 words (25%)

	A	B	C	D
Discussion of key technology issues	Clearly articulated in correct language	Described, but not targeted correctly	Minimal description	Not mentioned
Convincing depth of business analysis	Insightful	Adequate	Minimal coverage of key issues	Unconvincing
Business benefits discussed	Multiple	Two	One	None
Relevance of benefits to case.	Comprehensive	Adequate	Few	Minimal
Understanding of Benefit realisation	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Actively engaged with	Excellent use	Good discussion	Some understanding	No real understanding
Use of stakeholder analysis	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Originality	Shows independent thought	some new ideas	derivative	copied
Convincing business case	Logical Flow	Understandable	Hit and miss	Confused
Professionalism and presentation	Excellent – of board paper quality.	Good management paper.	OK – would need fixing.	Poor
Focus	All content to the point & relevant	a little extraneous material	noticeable irrelevant material	Didn't address the case

Word Count	As required		outside the specification	much too short or too long
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	What was delivered:	
A	A quality of learning and understanding that is the best that could reasonably be expected in this course.	Shows insight, has reflected on the case, understands the implications of using a particular technology, has critically evaluated the case using acceptable analysis strategies. Has developed a convincing approach to the topic.
B	Highly satisfactory but lacks the flair that distinguishes A	Has described the technologies, illustrated their use, has shown some understanding of the business issues and their justification, but not to the level for an A.
C	Quite satisfactory but not of the same standard as a B.	Has made good attempt at the assignment, but has not demonstrated real insight of the consequences or problems of using a particular philosophy. Justification not convincing to management.
D	Minimally Acceptable. at the lower end of what is acceptable from a Masters student.	May have described some technologies but not shown that they know how they link to a business case. Little or no reflection on how understanding issues and analysing them might affect the business case.
F	Less than acceptable.	Below the standard expected from a 300 level student.