TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of Information Management

MMIM580 - TELECOMMUNICATIONS AND INFORMATION MANAGEMENT

Trimester One 2012

COURSE OUTLINE

Names and Contact Details

Lecturer:
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Office hours: by (email) arrangement and 3:30-4:30pm Monday and Wednesday

Trimester Dates

>   Teaching Period: Monday 5 March – Friday 8 June
>   First Seminar **Wednesday 7th March, 19:40pm GB117**

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.

2. The standard last date for withdrawal from this course is Friday 18 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 Number:
Seminar: GB117, Wednesday 19:40 – 21:30pm

Week	Date	Weekly topic	Assessments
Readings	**Will be posted on the course Blackboard site weekly.**		
1	7 March	Topic map, objectives and expectations, vocabulary, standards and sources. Global and national TC infrastructure, spectrum and resource economics.	
2	14 March	Mobility, technology, social and business challenges and opportunities.	
3	21 March	The broadband value chain, issues and opportunities for NGN's	
4	28 March	Social equity in a connected society, what can and should be done?	
5	4 April	Convergence of data comm's, radio/TV, telecomm's and business richness and reach.	**10%** Hand-in outline of executive briefing papers and 3 supporting articles.
	11 April - Mid Term Break		
	18 April - Mid Term Break		
6	25 April - ANZAC day		
7	2 May	What does the digital citizen in the digital city look like?	
8	9 May	What are the legal and privacy impacts of connectedness?	
9	16 May	Should NZ invest in rural connectivity to give equitable access despite high infrastructure costs (i.e. subsidise)	
10	23 May	What is the power of the crowd?	**30%** Executive briefing papers
11	30 May	Everything, everywhere, is Ubicomp technological determinism?	**20 %** hand-in a copy of annotated bibliography for the course.
12	6 June	Student panel presentation	**20 %** presentation and ideas.
	20% class attendance and productive participation		

This course explores telecommunications policy and practice as it applies to the New Zealand perspective in 2012. Course participants are expected to follow up on the material and ideas introduced in the weekly seminars with personal learning strategies such as: reading widely, exploring online materials, and carrying out personal supplementary research associated with the assignment topics.

Key issues modern telecommunications are introduced early and used throughout the course to discuss the nation's current and proposed telecommunications infrastructure and how it is used by society. This paper is not an introduction to telecommunications or data communications technologies. If you are unfamiliar with the key technologies some supplementary reading and learning may be required. Please feel free to discuss this with me as I have a number of resources available. Class seminars will critically examine the commercial, social and organisational applications of evolving telecommunications in society.

Course Learning Objectives

	By the end of MIMM580, you should be able to:	FCA Graduate Attributes
1	Appreciate the impact of the major telecommunications technologies used within businesses and society today.	3,5
2	Analyse from a commercial and social perspective telecommunications policy initiatives and identifying advantages and potential weaknesses.	1,2
3	Analyse from a commercial and social perspective proposed changes to telecommunications standards and legislation that could influence the way society uses telecommunications.	1,2,3,5
4	Identify emerging technologies and critically evaluate their potential.	1,3
5	Describe and discuss key factors impacting on adoption and take-up of telecommunication technologies and solutions.	1,2,4,5
6	Summarise and discuss key managerial and organisational issues surrounding telecommunications in business.	2,4,5

FCA Graduate Attributes (FGA)
1: Critical and Creative Thinking: *Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical problems*
2: Communication: *Our graduates will be effective communicators*
3: Global and Multicultural Perspective: *Our graduates will have a global and multicultural perspective*
FCA Learning Goal 4: Leadership: *Our graduates will recognise, support and display leadership*
FCA Learning Goal 5: Major attributes: *Our graduates will develop specific knowledge and skills in at least one business, economics or public policy discipline area*

Course Delivery
- The course is delivered via weekly seminars, personal learning strategies, and working with your colleagues in class – all strategies are equally important for your learning.

Seminars:
- Weekly seminars are the primary delivery medium for introducing and framing the topics in this course. Attendance at all seminars is expected to pass the course.
- Topics that arise during class discussion are also an important part of the course. The broadband and telecommunications scene in New Zealand and internationally is evolving rapidly, items sourced from current news will form part of our class discussion.

- The assessments in the course are designed to demonstrate your skills in thought leadership and communications of complex ideas to non-technical audiences both in writing and in person.
- 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 and keep your own notes. You are required to produce an annotated bibliography of the articles used in the seminars and include at least six other works that relates to the topics. Reviews in the annotated bibliography will typically be between 75 and 200 words.

Expected Workload

The faculty guideline suggests for a 15 point paper you should plan to spend (per week):
- 2 hrs attending class
- 1 hr attending tutorial
- Up to 7 hrs doing readings, doing independent topic research, preparing for lectures and tutorials and writing assignments.

Readings
- Readings and links to articles will be posted on the course Blackboard site.
- Students are also expected to follow the news media for materials and announcements related to ultra-fast broadband and telecommunications market developments.
- If you need a textbook that explains the technical basics of data communications the bookshop has the text from our undergraduate course: **Data Communications and Computer Networks 6/e** by White, Curt M. ISBN: 978-0-538-45261-8. This is not a required text however and we will not be directly referring to it.

Assessment Requirements

Assessment item	Date	Percentage
Hand-in an outline of your executive briefing papers and 3 supporting articles.	4 April prior to class	10%
Hand-in a copy of your executive briefing papers	23 May prior to class	30%
Hand-in a copy of your annotated bibliography for the course.	Prepare a topic bibliography that forms a useful future reference pack.	20 %
Class panel participation.	Presentation and materials	20%
In seminar participation		20%

Quality Assurance 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.

Penalties
- The penalties for late submission of work are a reduction of 5% of the available marks per calendar day late. For example; an assignment handed in a day late can only achieve 95% of the available marks, maximum. And so on for each subsequent day, so at 20 days late there are no possible marks left for the assignment.
- Conflicting workload is not a reason for giving extensions, the assignment topics are given out early and there is plenty of opportunity to get started.
- For work that exceeds the word limits (a tolerance of 10% is acceptable) only be assessed up to the word limit and extra material will be ignored.

Mandatory Course Requirements
To pass the course you must obtain more than 40% of the available marks in all the assessment items 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 assessment items.

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
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. 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/

Te Putahi Atawhai
Maori and Pacific Mentoring Programme
http://www.victoria.ac.nz/tpa/

MARKING RUBRIC for executive briefing assignment.

<u>An Executive Briefing.</u>

This briefing describes and discusses the New Zealand government's ultra-fast broadband (UFB) plans with a view to informing an executive audience of the relevant policy and technology issues. The paper will provide sufficient background for the audience; it will outline the government's plans and describe commercial responses to those plans.

It is anticipated that the topic list for this course will act as a frame for your briefing. But you should not feel constrained by that. You can expand or introduce new material as you see fit, as long as it fits with the mandate of this course.

It will need to:
- Use plain language suitable for a non-technical intelligent audience.
- Describe the technical challenges and barriers for ubiquitous broadband in New Zealand.
- Discuss the social and economic benefits and potential impacts of the current strategy for New Zealand nationally and regionally.
- Discuss the demand profile for connected communities.
- Contrast New Zealand's plans with Australia's.
- Describe and discuss the role (or not) of network neutrality and open access.
- Compare urban and rural broadband delivery in New Zealand.
- Be politically neutral.
- Use and cite government, academic and commercial literature to provide sufficient authority.

2500 words, both footnote references and APA bibliography are acceptable.

	A	B	C	D
Description of New Zealand's UFB plans.	Clearly articulated	Some coverage but lacks depth	Minimal description	Not mentioned
An accurate summary of UFB policy.	Shows true insight	Some understanding	Minimal appreciation shown	None
Effective translation of technology issues and concerns into suitable language.	Summarised and presented clearly.	Accurate but overly technical.	Poorly articulated or overly technical.	Not attempted
Authoritative support	Comprehensive references.	Adequate sources identified	Low level of support for ideas.	Hardly any acknowledgement of sources.
Understanding of economic and social consequences of technology adoption.	Shows clear understanding	Some appreciation	Surface use only	Doesn't
Contrasting with Australia	Excellent contrast.	Sufficient contrast	Some description, little contrast.	Unconvincing.

Understanding of open access and net neutrality.	Shows clear understanding	Some appreciation	Surface understanding only	No idea
Originality	Clear synthesis of issues and ideas into clear briefing.	Most ideas signposted but reader left to make sense of them.	Could have got better from the newspaper.	Nothing original.
Cohesive briefing	Logical flow of concepts, paints a clear picture.	Understandable but has gaps.	Hit and miss, hard to use.	Confused, of little executive value.
Depth of investigation of topic	Excellent	Good	OK	Poor
Focus	All content to the point & relevant	A bit over-cooked, extraneous material	Noticeable irrelevant material.	Lost the point of the briefing.
Presentation	Excellent	Good	OK	Poor
Word Count	As required	A bit over – but OK.	Executive losing the will to live.	Too short to be useful or so long an executive wouldn't pick it up.

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 drawn on personal learning strategies, understands the implications of the topic, has critically evaluated and synthesised the material. Has presented their personal approach to their topic to present a document that is a delight to read.
B	Highly satisfactory but lacks the flair that distinguishes A	Has described the setting well enough, has shown reasonable understanding of the economic and social issues involved and their justification. An executive reader would be looking for further sources to have complete confidence.
C	Quite satisfactory but not of the same standard as a B.	Is a good attempt at the assignment, but has not demonstrated real insight about the consequences or issues of the UFB scene. An executive reader would be unconvinced and seeking further reassurance before relying upon the material.
D	Minimally Acceptable. At the lower end of what is acceptable from a Masters student.	Is a rough guide but does not convince the reader that they know what the issues really are. An executive reader would send it back or not use the materials for decisions.
F	Less than acceptable.	Below the standard expected from a 500 level student.

MARKING RUBRIC for Annotated bibliography assignment.

An Annotated Bibliography for Telecommunications in Information Management

Build a representative cross section of literature and resources that summarises the topics used for MIMM580. Articles can include your summaries of the assigned readings for the course, plus at least six other sources. This is a minimum and should be fairly easy because your material for the executive briefing assignment will easily provide new material.

A choice:

This material can be compiled using a mechanism of your choice such as: a word document, a spread-sheet, a wiki, a specialist database or an online tool. With the proviso that:
- It is possible for me to see that it is your own work.
- The output is a clear and consistent set of references and summaries.
- The materials are usable and respect the copyright or other rights assertions of the authors. For example, hyper-links to university database sourced article rather than reproducing the article itself.

Word length – as long as you require. Your annotated summaries should not exceed 200 words.

	What was delivered:	
A	A bibliography that reflects a good cross section of the current broadband and telecommunications policy literature and reflects the New Zealand context.	Shows a broad search and thoughtful selection of relevant material about the telecommunication policy setting in New Zealand. Complied into a cohesive and useful package.
B	Highly satisfactory but lacks the flair that distinguishes A	Reflects a thorough search of the available literature and materials as it relates to New Zealand and elsewhere but not integrated into a cohesive package as for an A.
C	Quite satisfactory but not of the same standard as a B.	A reasonable cross section of the literature but not really enough to fully embrace the topic. Future research would require more literature to proceed.
D	Minimally Acceptable. At the lower end of what is acceptable from a Masters student.	Covers some of the literature, but of limited use for building research on without substantial further effort.
F	Less than acceptable.	Below the standard expected from a Masters level student.