

School of Information Management

INFO 325 - TELECOMMUNICATIONS IN BUSINESS

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Lecturer: Dr Allan Sylvester Office: RH524 Phone: 463 6813 allan.sylvester@vuw.ac.nz (Preferred) Office hours: See Blackboard	Senior Tutor: Ms Weiwei Li, Senior Tutor Office: RH502 Phone: 463 5233, Ext 6998 weiwei.li@vuw.ac.nz Office hours: See Blackboard
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Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June

Study Period: Monday 9th June – Thursday 12th June

Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th 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

Friday 11:30-13:20, GBLT2

See Blackboard for tutorial sign-up instructions.

Course Delivery

The course is delivered through 11 x 2 hour lectures and 10 x 1 hour tutorials – both are equally important to your learning. Your personal learning effort and supplemental material posted on Blackboard is also a vital part of the course and should not be ignored. There may be quizzes and questions asked in class so you will need to have done the preparation exercises to participate fully in class. Materials posted on Blackboard are designed to supplement classes; you cannot count on Blackboard for a complete view of what is going on in the course

Lectures:

- Face to face lectures are the primary delivery medium for introducing and framing the topics in this course.
- Topics that arise from in class discussion are also an important part of the course and may form part of the final examination. The broadband telecommunication scene in New Zealand and internationally is evolving rapidly, items sourced from current news often form part of our class 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 should not be thought of as a replacement for your own personal learning strategy.

Tutorials:

Tutorials for INFO325 have two important functions:

1. To provide a supplemental discussion forum for 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 and business case will be provided.
3. Tutorial preparation exercises (worth 10%) are made available after each lecture and should be submitted by 5pm of the Tuesday following the lecture (before tutorials begin).

Expected Workload

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

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

Prescription

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.

Readings

The optional textbook: *Business Driven Data Communications: by Michael S. Gendron, ISBN:978-0-13-156497-8* is available from VicBooks.

Other articles, notes and study units will be posted on Blackboard to supplement your independent inquiry and reading on the subject.

Course Learning Objectives

Students who pass this course should be able to:

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

Assessment

Assessment item	Due	Objective tested	Percentage
Essay (3000 words)	Week 5 (See Blackboard for details)	1,2,3,4	25%
Business Case (3000 words)	Week 12 (See Blackboard for details)	2,3,5	25%
Tutorials.	Attend, submit the tutorial preparation exercises (where required) and participate in a minimum of seven out of the ten tutorials.	All	10%
Final Examination (2 Hour exam)	As announced in the examination timetable.	All	40%

Penalties

- The penalties for late submission of work without a prior extension arrangement are a reduction of **10% of the available marks per calendar day late**. For example; an assignment handed in a day late can only achieve 90% of the available marks, maximum. And so on for each subsequent day, so at 10 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 (typically, a tolerance of 10% is acceptable) material will only be assessed up to the word limit and extra material will be ignored.
- The essay and business case assignments are marked with letter grades. The midpoint value of that grade (see table below) is then used for overall grading.

Course Content

Weeks	Lectures	Assessments	Tutorials
3 rd -7 th March	Lecture 1 : GBLT2 – 11:30am – 13:20pm. Telecommunications Infrastructure Layered reference models	Nothing to hand-in. Book a tutorial time.	No Tutorial in Week1
10 th -14 th March	Lecture 2. Connectedness and Productivity (Taught by Balsam Al-Dabbagh)	Submit TPE-1 (Tutorial Preparation Exercise)	T1 Layered architecture
17 th -21 st March	Lecture 3. Theories of communication Corporate networks	Submit TPE-2	T2. Connectedness and productivity
24 th -28 th March	Lecture 4. Internet	Submit TPE-3	T3. Theory of communications
31 st March- 4 th April	Lecture 5. Radio networks	Submit TPE-4	T4. Internet
7 th -11 th April	Lecture 6. Security	Submit TPE-5	T5. Wi-Fi
14 th -17 th April	Easter break – no lecture on Friday	Submit TPE-6 Hand-in A1	T6. Security
	Mid – term break – no lectures		
5 th -9 th May	Lecture 7. Voice, video and unified communications	No TPE	T7. Business case.
12 th -16 th May	Lecture 8. Routing and switching	Submit TPE-7	T8. Routing
19 th -23 rd May	Lecture 9. Home and small business networks	Submit TPE-8	T9. UC
26 th -30 th May	Lecture 10. Network policy	Submit TPE-9 Hand-in A2	T10. DSL
3 rd -6 th June	Lecture 11. Demonstrations and wrap-up lecture	No TPE	No tutorial

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must ...

- Attend and participate in seven of the ten tutorial classes (including submitting the related tutorial participation exercises).
- Obtain a minimum of 40% of the available marks in the final exam
- Hand in a reasonable attempt of both the essay and business case assignments.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

The following grading schema now applies:

Pass/fail	Grade	Normal range	Midpoint	Indicative characterisation
Pass	A+	90%–100%	95	Outstanding performance
	A	85%–89%	87	Excellent performance
	A-	80%–84%	82	Excellent performance in most respects
	B+	75%–79%	77	Very good performance
	B	70%–74%	72	Good performance
	B-	65%–69%	67	Good performance overall, but some weaknesses
	C+	60%–64%	62	Satisfactory to good performance
	C	55%–59%	57	Satisfactory performance
	C-	50%–54%	52	Adequate evidence of learning
Fail	D	40%–49%	45	Poor performance overall, some evidence of learning
	E	0–39%	20	Well below the standard required
	K	Fail due to not satisfying mandatory course requirements, even though the student's numerical course mark reached the level specified for a pass, usually 50%. A student whose course mark is below 50 should be given a D (40–49) or E (0–39), regardless of whether they met the mandatory course requirements.		

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 that 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 submitted to Turnitin. A copy of submitted materials will be retained 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.

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 following period:

Friday 13th June – Wednesday 2nd July (inclusive)

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. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Lectures, tutorials and Blackboard are equally important for communication of important information during the course. You are expected to attend class and monitor Blackboard frequently for information about the course.

Student feedback

Student feedback on University courses may be found at:

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

MARKING RUBRIC for essay assignment.

Expected grade	A	B	C	D
Review of key information systems adoption literature.	Integrated and synthesised literature review.	Reasonable literature review, some integration of ideas.	‘Laundry list’ of material – not well integrated.	Patchy coverage with little integration of ideas.
Reflective evaluation of challenges and opportunities.	Shows true insight into technology integration	Some understanding of integration issues	Minimal appreciation of integration challenges.	Insufficient coverage of topic
Breadth of reading and refs	Comprehensive	Adequate	Few	Minimal
Understanding of socio-technical issues of technology adoption.	Shows clear understanding	Some appreciation	Surface understanding	Insufficient
Originality	Shows independent thought	some new ideas	derivative	copied
Argument	Logical flow, guides the reader.	Understandable, but leaves the reader to make some leaps of faith.	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

Grade	What was delivered	General feedback
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, and 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 and processes, how they are used, has shown some understanding of the legal, ethical and societal 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 solution. Justification may not be explicitly shown.
D	Minimally Acceptable. At the lower end of what is acceptable from a 3 rd year student.	May have described some aspects of the technologies but not shown that they know how to apply them. Little or no reflection on how understanding integration issues and analysing them might affect a business situation.
F	Less than acceptable.	Below the standard expected from a 300 level student.

MARKING RUBRIC for business case assignment.

	A	B	C	D
Background of organisation	Comprehensive	Adequate	Brief	Minimal
Analysis of key issues	Clearly articulated in correct language	Described, but not targeted correctly	Minimal description	Not mentioned
Justification of video content development strategy	Comprehensive	Adequate	Few	Minimal
Convincing depth of business issue analysis	Insightful	Adequate	Minimal coverage of key issues	Unconvincing
Discussion of legal, ethical and privacy issues.	Comprehensive	Adequate	Few	Minimal
Actively engaged with the case	Excellent use	Good discussion	Some understanding	No real understanding
Originality	Shows independent thought	Some new ideas	Derivative	Copied
Structure of 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

Grade	What was delivered	General feedback
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 situation, understands the implications of adopting video communications, has critically evaluated the business 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 adopting video content, illustrated its 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. Justification not convincing to management.
D	Minimally Acceptable. At the lower end of what is acceptable from a 300 level student.	May have described aspects of the technology 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.