

INTRODUCTION TO TELECOM INDUSTRY & MANAGEMENT
T207 SECTION 0653
Summer 2000

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Office: Radio & TV Center, Rm. # 325
Office Hours: by appointment

Course Meetings: M, T, W, Th, F 1:10 - 2:25 TV 245

COURSE DESCRIPTION

This introductory course will give you an overview of economic, technological, and policy issues concerning communication industries. While the discussions will be open-ended and they will cover a whole range of issues, the focus will primarily be on computer, telephone, cable, and broadcasting industries. After an in-depth study of each industry, we will examine how technological convergence is blurring the industry boundaries and reshaping the communications landscape.

TEXTBOOKS

Head, S., Sterling, C., Schofield, L., Spann, T., & M. McGregor (1998). *Broadcasting in America*. Boston: Houghton Mifflin.

Noll, A. M. (1997). *Highway of Dreams*. Mahwah, NJ: Lawrence Erlbaum.

COURSE GRADE

The relative weights of the different components of the final grade will be as follows:

Exam 1	20%
Exam 2	30%
Exam 3	30%
In-Class Exercises / Pop Quizzes / Class Participation	20%

Exams: The exams will consist of objective type (such as multiple choice and true/false) and short answer questions. They will test your understanding of the assigned readings and the related class discussions.

In-Class Exercises / Class Participation: There will be a number of in-class exercises and pop quizzes which carry points. Attendance and class participation will also be considered for this portion of the grade.

Final grades will be calculated on a straight percentage scale as follows:

A+	97-100%	C+	77-79%
A	93-96%	C	73-76%
A-	90-92%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%

CALENDAR

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Tue / May 9	Introduction to the course	
Wed / May 10	Information Revolution	Head Ch. 1 Noll Ch. 1
Thr / May 11	Broadcasting Industry	Head Ch. 2, 4 (pp. 83-112) Noll (pp. 195-199)
Fri / May 12	Broadcasting Industry	Head Ch. 6, 8
Mon / May 15	Broadcasting Industry	Head Ch. 9, 10
Tue / May 16	Cable Industry	Head Ch. 4 (pp.112-117)
Wed / May 17	Cable Industry	Head Ch. 3
Thr / May 18	Telephone Industry	Head Ch. 5 (pp. 120-121, pp. 145-148) Noll (pp. 204-209)
Fri / May 19	EXAM 1	
Mon / May 22	Telephone Industry	Noll Ch. 8, 9
Tue / May 23	Computer Industry	Noll (pp. 200-204)
Wed / May 24	Computer Industry	
Thr / May 25	Convergence	Noll Ch. 3,
Fri / May 26	Convergence	Noll Ch. 4, 5
Mon / May 29	MEMORIAL DAY HOLIDAY	
Tue / May 30	Convergence	Noll Ch. 6, 7

Wed / May 31	Internet	Head Ch. 5 (pp. 148-150) Noll Ch. 10, 11
Thr / June 1	Network of the Future	Noll Ch. 12, 13
Fri / June 2	EXAM II	
Mon / June 5	Network of the Future	Noll Ch. 14
Tue / June 6	Interactivity	Head Ch. 5 (pp. 131-145)
Wed / June 7	Wireless	
Thr / June 8	Wireless	Head Ch. 5 (pp. 121-131)
Fri / June 9	Telecommuting / Telemedicine / Distance Learning	Noll Ch. 2
Mon / June 12	Constitutional Issues	Head Ch. 12, 13
Tue / June 13	Privacy	
Wed / June 14	Global Overview	Head Ch. 14
Thr / June 15	EXAM III (FINAL)	

NOTES:

Here are a few important points you should keep in your mind as you work through the course requirements:

1. Incomplete course grades will be given only for end-of-semester illness or accident; they will not be given for poor grades or lack of attendance.
2. Late submissions will carry a stiff penalty.
3. Instances of academic dishonesty will be dealt with as per university rules and regulations explained in the Schedule of Classes.
4. Every effort will be made not to deviate too much from this course syllabus. However, both the calendar and course requirements are subject to change. Each class moves at its own pace and therefore there is a need for a certain amount of flexibility within the course design.