

Course Syllabus

Communications 684: Telecommunications Planning and Management

Telecommunications and Information Resource Management

Graduate Certificate Program

Department of Communication

University of Hawai'i at Manoa

Instructor: Garret Yoshimi, B.S., Graduate TIRM
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Course Summary: This course reviews planning and management of information and communications technology in small and large public and private organizations. The course focuses on the issues that are generally confronted by these organizations.

Course Meeting Locations: Saunders Hall 713; Depends on where students are located.

Course Meeting Times: Tuesday and Thursday; 6-9 PM Hawaii Standard Time

Course Format: This course is conducted through both synchronous video teleconferencing and asynchronous Web and formats.

For synchronous classes, the sessions will be conducted through video teleconferencing. Participants in the course will participate via H.323 compliant video teleconferencing systems on their own PCs or at locations worked out with the Instructor.

For asynchronous Web classes, course assignments, lectures and other didactic delivery will be accessed by students through a Web based course server, Tegrity, and other Windows Media/Real Media course objects.

Requirements & Expectations: Students are expected to prepare for each class session by completing assigned readings, web-searches, and/or recommended readings. There will be in class discussions that are intended to ensure that the participants are keeping up with the readings. Students are expected to contribute to discussions through thoughtful analysis of the subject matter, including consideration of the application of discussion topics to their own experiences, and substantive participation in discussions.

Course Grades: Course grades will be based on a series of memoranda and analytical working papers that you will prepare, your participation in the class, and a final project that includes a presentation.

The grading scale for all assignments will be as follows:

100% - 90% = A 89% - 77% = B 76 - 64% = C 63% - 50% = D 49% - 0% = F

Attendance & Participation:

All participants are required to both participate and attend the class sessions. Everyone has something to contribute! If you might not be able to contribute in a particular session, you could ask good questions. At the same time, please remember that we are hoping for quality discussions and “rambling” is unacceptable as well.

Assignments:

1. **Analysis of Case Studies** – Assignment – During the course, we will discuss up to three (3) case studies of hypothetical organizations. After analysis and discussion with other members of the class, each student will prepare an analysis of the case study, along with recommendations for action as appropriate to the case study. The level of detail and complexity of your recommendations may vary depending on your own perspective and experiences. Submissions should be appropriately illustrated with graphics or tables that are helpful in the understanding of the case study and your recommendations for action.
2. **Proposal for Final Project** – Assignment – Situation – As the director of technology services for your organization, you are responsible for establishing the strategic technology direction for your organization, and for the implementation of the strategies and projects and ongoing operations. Your Chief Executive Officer has requested that you participate in her annual update of strategies for the organization, and has asked that you prepare a proposal for action as input to setting the agenda for the annual update. Prepare a written proposal that describes how you will approach your *preparations* for the annual strategy session.
3. **Final Project** – Assignment – Execute the proposed approach in your Final Project proposal. The result should be a written report of your recommendations for action that will be included in your Chief Executive Officer’s annual session to update the organization’s strategies. You will also be responsible to present these recommendations to the Chief Executive Officer and Chief Financial Officer in advance of the full planning session.

Note on above assignments – There is substantial flexibility in the way in which the above assignments have been constructed to fit your particular background and interests. Please complete the assignments in a professional manner. Although footnotes are not normally included in business memoranda, please use footnotes as appropriate to provide further detail. If you do not have an organizational setting to work with, please develop a plan to

focus on an organizational setting that meets your needs and discuss the plan with your Instructor.

Required Text:

Green, J. H. (2001) The Irwin handbook of telecommunications management. New York, NY: McGraw Hill.

Recommended Text

Course Schedule:

1. Course Introduction – Roles and Responsibilities of the Telecommunications Manager; Historical Perspective on Telecommunications Management
2. Strategic Planning and Management
3. Benefits and Challenges of Competition in Telecommunication Services
4. Case Study #1: Analysis of Situation and Discussion of Issues
5. Case Study #1: Review of Solutions and Analysis of Results
Managing the Telecommunications Organization
6. Case Study #2: Acquiring Carrier Services in a Competitive Market
The Impact of Disruptive Technologies
7. Case Study #2: Review of Solutions and Analysis of Results
Working Session for Final Project
8. Case Study #3: Choosing Your Architecture
9. Case Study #3: Review of Solutions and Analysis of Results
The Art of Communicating Your Message
10. Cost Control and Telecommunications Audit
11. Final Presentations
12. Final Presentations

The detailed course activities, readings, and assignments may be accessed via <http://ecourse.tipg.net/>

Guest Lecturers

- To be determined

Extra Credit:

An extra credit work paper may be prepared for 10 points. The extra credit assignment is to develop a lesson plan and learning object for a critical topic in any of the TIRM course topics.