University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Information Systems and Operations Management

Course Number: ISM 321 (Spring, 2015)

Course Title: Telecommunications Management

Credits: 3 hours

Prerequisites/corequisites: Pr. grade of C or better in ISM 280 or permission of instructor

For whom planned: This lecture course is planned for undergraduate students in the Bryan School of Business and Economics

Instructor information: Steve Wallace, 434 Bryan Building, sawallac@uncg.edu The best way to contact me is through email.

Office hours: Wednesdays 12:30 – 1:30 or by appointment.

Catalog Description: Telecommunications technology and the use of that technology in business. Coverage of voice, data, and video communications and LANs and WANs. Emphasis on the delivery and management of telecommunications services.

Student Learning Outcomes: Upon successful completion of this course, students will be able to:
   a. Describe and survey computer networking hardware and data transmission protocols and standards
   b. Explain and apply TCP/IP architecture and the 5-Layer Internet Model
   c. Analyze design issues for Local Area Networks (LAN), Wide Area Networks (WAN), and Metropolitan Area Networks (MAN)
   d. Evaluate wireless LAN, WAN and Personal Area (Bluetooth) Networks (PAN)
   e. Assess computing and network management systems as part of IT Services in an organization

Teaching Strategies:
   a. Lectures for introducing concepts; Class discussion and interaction
   b. Textbook readings and online articles for general background
   c. Demonstration and hands-on exercises for practical application
   d. Field trip to the UNCG Data Center for real-world exposure
   e. Quizzes to reinforce learning of networking concepts
   f. Individual meetings with students as needed
Evaluation Methods and Guidelines for Assignments

20% - Quizzes
15% - 1st Exam
15% - 2nd Exam
15% - 3rd Exam
15% - Class participation (includes attendance and discussion)
20% - Final Project

Grading Scale

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<th>Percentage Range</th>
<th>Grade</th>
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<tr>
<td>98 – 100%</td>
<td>A+</td>
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<tr>
<td>94 – 97%</td>
<td>A</td>
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<td>91 – 93%</td>
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<td>88 – 90%</td>
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<td>84 – 87%</td>
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<td>64 – 67%</td>
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<td>61 – 63%</td>
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<td>60% or below</td>
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Required Texts

- Please note that you are required to obtain this edition of this textbook.
- In addition to the textbook, supplemental readings will be posted on Blackboard as pdf files.

Topical Outline

The topics to be covered include:
1. Overview of networking layers and communications
2. Application layer
3. Physical layer
4. Data link layer
5. Network and transport layers
6. Local Area Networks
7. Wireless Networks
8. Wide Area Networks
9. Internet governance
10. Network management
**Academic Integrity Code:** Students are expected to adhere to the UNCG Academic Integrity Policy. See [http://studentconduct.uncg.edu](http://studentconduct.uncg.edu). Note especially that plagiarism is a violation of academic integrity.

**Attendance Policy:** The student is expected to attend all classes. Students are expected to notify the instructor ahead of time if there is a planned absence. Otherwise, it will count as unplanned and will impact the class participation grade. Students must notify the instructor ahead of time if an exam will be missed. Missing an exam without prior notification will result in an F for that exam. Extreme circumstances are considered at the sole discretion of the instructor.

UNCG rarely closes for inclement weather. The radio and TV stations will have the closing notification by 6:30 am. You may also call 334-5000 for a message related to weather closings. These messages are updated hourly.

**Disability Services**
If you have any type of learning or physical disability, please contact the UNCG Office of Disability Services in Suite 208 EUC. You must register/petition with them first. The Disability office will contact us once your request is approved.

**Additional Requirements:**

Students will need computer and Internet access to complete some assignments either through their own laptop or using one of the Computer Labs available in the Bryan building. Students are not required to bring a laptop to class, but if a laptop is used, please fully charge the battery prior to class since there may not be enough power outlets available.