Business Telecommunication Strategy and Applications I

Module 3 | Spring 2013

Instructor: Stephanie Charles, 333-555-1212
Office Hours: Tuesday/Thursday 3:00-4:00pm and as arranged
Class schedule: Tuesday/Thursday 4:05-6:00pm, January 8-February 26, 2013

COURSE GOAL

Data communication technologies have become some of the most important tools available to business today. However, as with many developing technologies, the terminology used by communications professionals can be both confusing and intimidating to many business professionals. The purpose of this course is to provide students with an introduction and basic overview of the field of business telecommunications as well as an introduction to current management and strategic issues. Upon successful completion of this course, students will possess a working knowledge of many of the telecommunications components and associated terminology as they apply to business in this age of electronic communication.

TEXTBOOK AND COURSE WEBSITE

Required Textbook

Business Data Communications & Networking, 11th Edition, Authors: Jerry Fitzgerald, Alan Dennis, Alexandra Durcikova, ISBN: 9781118086834, Copyright: 2012

The textbook WILL be used in this course. You can get the digital version of the book for $69.50 (plus a free trial) by using the link here: http://www.coursesmart.com/IR/2756825/9781118086834?__hdv=6.8. It can also be obtained from the bookstore or from many other online providers. Order your textbook quickly—you will begin using it the first week of the term. Be sure you order the correct version of the textbook.

Course Website

The course website is available online and you will be expected to access and participate in the activities online as well as in the classroom. Additionally, the textbook has a companion website were web resources are provided. You can access this site for free at: http://www.wiley.com/college/fitzgerald.

HELP RESOURCES

For issues with technical difficulties with the e-learning system, please contact the Help Desk at:

1) Email: Learning-support@instructure.com
2) (333) 555-HELP - select option 2

COURSE CALENDAR

Dates	Topic	To Do Items
Immediately		View and PRINT the syllabus. Plan your semester.
Week 1, Jan 8-14	Getting Started Introduction to the Course	iRAT/tRAT – "Getting Started" Complete Piazza profile – due Jan 14 iRAT /tRAT – "Chapter 1: Introduction"
Week 2, Jan 15-21	Application Layer Physical Layer	iRAT /tRAT – "Chapter 2: Application Layer" iRAT /tRAT – "Chapter 3: Physical Layer"
Week 3, Jan 22-28	Data Link Layer Network & Transport Layers	iRAT /tRAT – "Chapter 4: Data Link Layer" iRAT /tRAT – "Chapter 5: Network and Transport Layers"
Week 4, Jan 29-Feb 4	Wired & Wireless Local Area Networks Backbone Networks	iRAT /tRAT – "Chapter 6: Wired and Wireless Local Area Networks" iRAT /tRAT – "Chapter 7: Backbone Networks"
Week 5 Feb 5-11	Wide Area Networks	**No class – Feb 5** iRAT /tRAT – "Chapter 8: Wide Area Networks"
Week 6 Feb 12-18	Internet Reports	iRAT /tRAT – "Chapter 9: The Internet" Submit Reports – due 11:55 pm, Feb 13
Week 7 Feb 19-25	Impact and Future of Technology Team Case Presentations	Course evaluations
Week 8 Feb 26	Wrap Up	Final exam – in class, Feb 26
COURSE COMPLETED		

TEAM-BASED LEARNING

This course is delivered using a Team-based Learning (TBL) format, established by Dr. Larry Michaelsen at the University of Oklahoma Business School. This format has been used in a variety of courses: business, engineering, medical, etc. In this course, you will be assigned to a team with 5-7 team members. Teams will be assigned on a principle of "resource wealth distribution" during the first class period. The teams will be created based on previous courses in telecommunications and business, background, and work experience. Research on Team-based Learning shows that students in TBL courses actively focus on making decisions,

that problem-solving improves, and that students gain a more in-depth understanding of the course concepts and are more likely to continue learning about the course topics beyond the course.

Learning modules in the course will be based on a sequence of **3 distinct learning phases**.

Preparation	Readiness Assurance	Application
• Textbook readings • Research	• Individual tests • Team tests • Written appeals • Instructor feedback	• Hands-on activities • Discussions

Phase 1: Preparation During the first phase, you will be assigned a specific reading in the textbook to complete prior to attending class. The purpose of phase 1 is to prepare you for the class activities which are based on the textbook materials.

Phase 2: Readiness Assurance During the second phase, you will participate in readiness assurance tests (RAT). The tests are closed book and measure your understanding of the information provided in the textbook and your preparation for class time. During this process, you will first individually complete the test and submit your answers (iRAT). Then you will join your team and as a team discuss and answer the questions of the same test. The individual tests will be scored automatically and reviewed by the instructor while your team completes the team test (tRAT). The team score will be the same for all members of the team. The purpose of phase 2 is to ensure that you and your teammates have the foundational knowledge needed to begin learning to apply the concepts in phase 3.

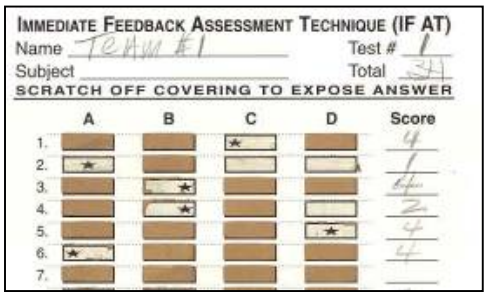
Phase 3: Application In the third phase, you and your team will use the foundational knowledge to solve problems, participate in hands-on activities, discuss cases, etc. The purpose of this phase is to give you a deeper understanding of the concepts.

Peer Evaluation At the end of the course, you will have the opportunity to evaluate your team members. The peer evaluation will ask you to consider how well your team members prepared for the readiness tests as well as the level and quality of their contributions to the in-class activities through applying, analyzing, evaluating and creating.

Readiness Assurance Tests

The readiness assurance tests (individual and team) are closed book and based on the assigned readings in the textbook. They will be multiple choice questions that ask you to remember or recall information from the textbook, demonstrate your understanding and apply the concepts simply.

Team tests are completed using a “scratch and win” type answer card. When using the card, your team is awarded 4 points if you uncover the correct answer on the first scratch, 2 points for the second scratch, and 1 point for the third scratch. Correct answers are indicated by a small star.


IMMEDIATE FEEDBACK ASSESSMENT TECHNIQUE (IF AT)
Name TEAM #1 Test # 1
Subject Total
SCRATCH OFF COVERING TO EXPOSE ANSWER

	A	B	C	D	Score
1.			★		4
2.	★				1
3.		★			4
4.		★			2
5.				★	4
6.	★				4
7.					

In the following class session, a mini-lecture and feedback will be provided by the instructor to discuss areas where there are further questions on the reading materials. The rest of class time will be devoted to discussion and class activities.

GRADING POLICIES

Points

Your grade will be determined based on the total number of points you earn in the course. You will not be graded on a curve. If you complete all the work in the course you will earn the highest score possible. **There are 500 points available in this course.** *You can also earn 10 bonus points.* Points are earned in the following ways:

Course Item	Type	Points	Total Value	% of Grade
Chapter iRATs (9)	Individual	10	90	18%
Chapter tRATs (9)	Team	10	90	18%
Profile and feedback	Individual	10	20	4%
Class notes and participation	Individual	50	50	10%
Case discussion and presentation	Team	50	50	10%
Peer evaluation	Individual	50	50	10%
Report and discussion	Individual	50	50	10%
Final exam	Individual	100	100	20%
		SUBTOTAL	500	
Bonus Points			*10*	
		POINTS POSSIBLE	510	

Details About Earning Points

***Chapter iRATs/tRATs*:** For all chapters of the textbook, you will take a readiness assessment test individually and as a team covering material presented in the readings. The tests will occur at the beginning of the class session. Each iRAT is worth 10 points and each tRAT is worth 10 points.

***Peer Evaluation*:** Each student will be given the opportunities to evaluate the members of your team at the end of the course. Each student can earn up to 50 points or 10% of the course grade based on how well you have worked with your team.

***Profile and feedback*:** Complete your Canvas profile in the first week of class and submit feedback on the course evaluation to earn 20 points total.

***Individual Project Report*:** You will complete an individual report on a technology. See the assignment online for details about the report and the accompanying class discussion.

Final Exam: There will be a final examination at the end of the course to evaluate your knowledge of the terminology and vocabulary used in the course as well as concepts covered. The exam questions will come from the textbook, course discussions and in class activities. The exam will mostly consist of true/false or multiple-choice type questions. You will have 90 minutes to complete the exam, so please prepare well.

Warning — a makeup exam may only be permitted at the discretion of the instructor and will require a serious and well-documented excuse. This may also include observance of religious holidays.

***Bonus Points*:** The 500 base points are for work that is required for the course. Work that is above and beyond the required work may result in "bonus point(s)" to a student for outstanding performance on team discussions and in class activities, an exceptional written report, superior participation, or extraordinary effort. You'll receive an email notification if bonus points are awarded to you. While there are 10 points available for bonus points, receiving any bonus points at all is evidence of your outstanding effort in the course.

Grades

Checking Your Points: To check your point accumulation, visit the grade book in the course website. Scores from the RATs will be available within 24 hours of a class session. Scores from other assignments will be available within 1 week of the due date.

Grading Scale: Your course grade is determined by the number of points you have earned. Here is the points/grade scale. [Note: If you elect to take this course under the Pass/Fail (S/U) grading method, you must earn at least 351 points to earn an "S".]

451-500+	A	351-366	C
434-450	A-	334-350	C-
417-433	B+	317-333	D+
401-416	B	301-316	D
384-400	B-	300 or less	E
367-383	C+		

ASSIGNMENT SUBMISSIONS

When you submit an attached file for an assignment, always keep a copy of your original file for reference, especially if you use a computer lab to complete the work. **Immediately** after submitting an assignment, check to make sure that it was correctly received by the system that your attachments are there, etc. Notify the instructor *immediately* if there are any problems with your assignment submission. **You are the person who has the ultimate responsibility for ensuring that assignments are submitted to the course website successfully and on-time.**

COURSE COMMUNICATIONS

All communication for this course should be handled inside the course website. **Questions regarding grades should be sent privately through the Inbox**. All other questions should be posted publically so that all the class will benefit from the question and the answer. Additionally, announcements will be posted through

the course site and sent to your email address automatically. It is my goal to respond to your course questions promptly—at least within 48 hours during the business week.

UNIVERSITY POLICY ON CHEATING

Cheating in any form is not permitted within this class. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the Student Honor Code. In addition, you must be sure to cite all works used in completing projects or leading class discussions. Failure to properly follow copyright will result in a loss of points.

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.