

Telecommunication Planning and Operations - RTV 4800

Spring Semester 2015

Meetings

Wednesdays from 12:50pm – 3:50pm: McCarty Hall, Room G108

Instructor

Ronen Shay

rshay@ufl.edu (preferred method of contact)

Phone: 352-392-8271

Office Location: Weimer Hall, G029

Office Hours: Tuesdays & Wednesdays 10am– 12pm, or by appointment

Website

Check our Sakai site regularly for course materials and announcements.

<https://lss.at.ufl.edu>

Course Description:

Telecommunication Planning and Operations is designed to provide you with an overview of the fundamental concepts, characteristics, and business administration involved in telecommunications industries. You will be given an overview of various telecommunication industries and introduced to practical concepts and techniques in the following areas:

- Brand Marketing
- Strategic Management
- Selling and Sales Management
- Technology and Management
- Social Media Management
- Financial Management
- Management and Leadership
- Strategic Planning

Required Texts

Chan-Olmsted. *Competitive Strategy for Media Firms*.

LEA, 2005. ISBN: 0805862110

Christensen. *The Innovator's Dilemma: The Revolutionary Book that will Change the way you do Business*. Harperbusiness, 2011. ISBN: 0060521996

Kim & Mauborgne. *Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant*. Harvard Business School Press, 2005. ISBN: 1591396190

Course Goals:

- The student will be familiarized with the basic concepts and processes of conducting a case brief of an existing telecommunication organization.
- The student will be able to conduct a strategic analysis of the performance of existing telecommunication organizations using theoretically supported analysis techniques such as value chains and product life cycle models.
- The student will understand the fundamental concepts of Strategic and Brand Management, and how Chan-Olmsted's theories are supported by real-world companies like Disney and Marvel.
- The student will understand the fundamental concepts of The Blue Ocean Strategy, and how Kim & Mauborgne's theories are supported by real-world companies like Nintendo.
- The student will understand the fundamental concepts of Disruptive Innovations, and how Christensen's theories are supported by real-world companies like Netflix.
- The student will understand the importance of developing KPIs and USPs in order to assess a company's long-term ROI, and how this information is used in long-term strategic decision making and management.
- The student will be given the opportunity to develop a case study project that looks to make a contribution to telecommunication management scholarship.

Grading Scheme:

Case Brief	10%
Strategic Analysis + Presentation	10%
Exam 1	25%
Exam 2	25%
Final Case Study + Presentation	20%
Participation	10%

Academic Honesty: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Attendance: Students should understand that class attendance will be taken into consideration in calculating your final grade. The content addressed in this class encompasses a lot of interactive concepts, and so much of what can be learned is a direct result of attending lecture, participating in group and sole authored assignments, and your involvement in any class discussion that should arise. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Counseling and Wellness Center: Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Course Deliverables: There will be various assignments and two exams. Specifics regarding deadlines and details of the assignments will be given at least seven days prior to their due dates. Exams and assignments will be based on the materials from lectures, discussions, and assigned readings.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

Exams:

There will be two examinations administered in-class over the course of the semester. The content on the exams will be drawn from lecture and classroom activities, as well as reading assignments. Exams must be taken on the assigned date. Failure to show up for an exam will result in a zero. If an emergency arises and you realize you will not be able to take the exam on the date given, you must get the instructor's permission to do so, and this must be discussed ahead of time with appropriate documentation provided. Should a student miss an exam due to illness or a family emergency without making proper arrangements ahead of time a makeup exam will only be granted if the student provides official documentation. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Grading:

A 93-100%	C 73-76.99
A- 90-92.99	C- 70-72.99
B+ 87-89.99	D+ 67-69.99
B 83-86.99	D 63-66.99
B- 80-82.99	D- 60-62.99
C+ 77-79.99	E Below 60

Grading in this course is consistent with university of Florida grading policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Late Assignments: Assignments are due at the beginning of class on the date specified on the syllabus. Late assignments will be accepted within 24 hours of the end of class period in which the assignment is due, with a 10% penalty for the individual student on a solo assignment, or for all group members on a group assignment. Assignments turned in after this 24-hour period will not be accepted. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Lecture: I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend class to get notes from their classmates. Such second-hand exposure seldom provides a fully satisfactory substitute for class attendance. Missing class will not serve as an excuse for failing to submit assigned work on time.

Participation: We will have both lectures and discussions in this class. You are required to participate in the discussions of assigned readings. You are strongly encouraged to ask questions and respond to the lectures. Participation will be assessed based on attendance, contribution to group assignments, and most importantly your involvement in class discussions that should arise during lectures.

Special Needs: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Syllabus Changes: The instructor reserves the right to alter the syllabus or course schedule as the need arises.

Tips for Getting Good Grades:

- Ask questions
- Cite your work
- Come to every class
- Complete the readings before class
- Participate

RTV4800 Course Schedule

WEEK	Topic	Assigned Reading	Tentative Important Dates
Week 1 1/7	- Course Introduction - Electronic Media Industry Overview - How to Analyze and Present Cases	Chan-Olmsted Chapter 1	
Week 2 1/14	- Overview of Strategic Planning Process - Strategic Management Primer	Chan-Olmsted Chapters 1, 2, 3	
Week 3 1/21	- Brand Management & Marketing - Online / Social Media Marketing & Branding	Chan-Olmsted Chapter 4	
Week 4 1/28	- Creating Blue Oceans - Analytical Tools & Frameworks	Kim & Mauborgne Part 1	Case Brief Due
Week 5 2/4	- Reconstruct Market Boundaries - Focus on the Big Picture - Reach Beyond Existing Demand - Get the Sequence Right	Kim & Mauborgne Part 2	
Week 6 2/11	- Overcome Organizational Hurdles - Build Execution into Strategy - The Sustainability of Blue Oceans - Selling & Sales Management	Kim & Mauborgne Part 3	
Week 7 2/18	- Strategy and Competition in New Broadcast and Multichannel Industries	Chan-Olmsted Chapters 5 & 6	Strategic Analysis + Presentation Due
Week 8 2/25	Exam I in class		Exam 1
Week 9 3/11	- Strategy and Competition in Enhanced TV and Broadband Communications Industries - Online Customer Relationship and Reputation Management - Strategic Planning	Chan-Olmsted Chapters 7 & 8	
Week 10 3/18	- Why Companies Can Fail	Christensen Part 1	
Week 11 3/25	- Managing Disruptive Technological Change	Christensen Chapters 5, 6, 7	
Week 12 4/1	- Managing Disruptive Technological Change	Christensen Chapters 8, 9, 10	
Week 13 4/8	- Leadership Theories and Practices - Strategy and Competition in Global Media Conglomerates and Industry Trend Conclusions	Chan-Olmsted Chapters 3, 9, 10	
Week 14 4/15	- Case Study Presentations		Case Study + Presentation Due
Week 15 4/22	Exam II in class		Exam 2