The Department of Transportation and Communication Management Science seeks to develop quality and socially responsible professionals for the transportation and communications industry by providing a quality education and a foundation for life-long learning.

General Program Learning Goals (goals covered by this course are indicated):

- 1. Graduates should be able to communicate effectively verbally and in writing.
- 2. Graduates should solve strategic problems with a creative and innovative approach.
- 3. Graduates should demonstrate leadership skills demanded of a person in authority.
- 4. Graduates should possess a global economic and management perspective.
- 5. Graduates should possess the necessary skills and values demanded of a true professional.

Instructor:
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Thursday 1:00 - 02:00 P.M. or by appointment
http://moodle.ncku.edu.tw/course/view.php?id=38428

Course Description:
This course introduces the second part of modern transportation to bring a comprehensive map of global transportation and telecommunication development and contemporary issues. The content covers two sections. One is different transportation methods as marine, air and pipeline transportation and current policy issues focused on supply chain management, modern transportation development, regulations of transportation, freight control and subsidy on transportation services, and intelligence transportation system. The other is various telecommunication technologies as wired, wireless and mobile communication and telecommunication policy as universal service, license issuing and spectrum allocation and assignment.

The teaching design provides different approaches to address each topic from commercial competition, technological evolution and policy considerations for enhancing student understanding on this important course. In addition, the group project, including a presentation topic and a debate issue, makes you apply what you learn from this course to figure out the operations of transportation and telecommunications in real world.

Course Objectives:
After learning from class lectures, group projects, problem solving skills and methods in
freight and subsidy calculation, you are enabled to apply the knowledge to explain the evolution path of different transportation fields and their inter-relationship, and evaluate transportation and telecommunication policy from theoretical and practical aspects. Besides, students also have sufficient skills to predict and forecast potential transportation development in their interested field.

**Content Summary:**

- Networking for Transportation and Telecommunication
- Marine Transportation
- Air Transportation
- Pipeline Transportation
- Basic of Telecommunications
- Fixed, Wireless, and Mobile Communication
- Telecommunication Policy

**Recommended references:**


**Course Requirement:**

Grade for the course will be based on several quizzes, a group project report, midterm and final exams, and class participation.

**Grading Policy:**

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<tr>
<th>General Learning Goals</th>
<th>Participaton, home work &amp; Quiz 30%</th>
<th>Midterm Exam 20%</th>
<th>Term Project 20%</th>
<th>Final Exam 30%</th>
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Information Technology  |  10  
Management Skills  |  15  

Note:

**Academic Honesty:** In our undergraduate program academic integrity is extremely important. Because of this, any act of academic dishonesty discovered during the exams will be taken seriously, and will be referred to the department committee on undergraduate academic dishonesty for appropriate action, including a falling grade in the course and possible dismissal from the university.

**Important:**

Homework is due on the next week (Students are encouraged to discuss with their peers but they have to finish their homework, individually.)

Group project is separated into two parts: The first part is written report, which is due on the fifth week of the semester. The second part is oral presentation, which is processed from the eighth week of the semester.