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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http://moodle.ncku.edu.tw/course/view.php?id=1848

**TA Information:**
TBA

**Course Description:**
This course is the capstone of telecommunication division students to integrate previous classes in telecommunication economics, technology and service industry marketing for a big picture of this sector. Therefore, strategic management becomes the main theme to link each operations and management component for composing a theoretic model with suitable quantitative and qualitative training. In addition, the textbook, Strategic Management, offers basic strategy planning skills in strategy formulation, implementation, and evaluation as the first step. Strategic management will be applied into telecommunication firms for comprehending the essence of competition and evolution as the next step. The two-step training enables students to compare, analyze, and evaluate various telecommunication related firms’ operations and management. (This course is taught in English)

**Course Objectives:**
After learning from class lectures, case study, latest news discussion, group projects, problem solving skills and methods in telecommunication industry, students are enabled to apply what they have learned from the course to analyze telecommunication firms’ operations and
management and figure out their suitable strategies.

Content Summary:

- Overview of Telecommunication Operations and Management
  - Telecommunication management
  - Overview of Strategic Management
  - Economics of Telecommunication Industry
- Strategy Formulation in Telecommunication Sector
  - The Business Vision and Mission
  - The External Assessment
  - The Internal Assessment
  - Strategies in Action
  - Strategy analysis and Choice
- Strategy Implementation in Telecommunication Sector
  - Management and Operations Issues
  - Marketing, Finance, Accounting, R&D, and MIS Issues
- Strategy Evaluation in Telecommunication Sector
  - Strategy Analysis and Evaluation

Related Case Studies:

- Carriers, cable TV operators, telecommunication equipment vendors
  - Vodafone
  - Hutchison 3G
  - Telefonica O2
  - HTC
  - Apple
  - Nokia
  - Samsung

Textbook information:

Fed R. David “Strategic Management Concept and Cases” Pearson Education International
台灣代理: 新陸書局 ISBN: 0132301334 (required)
Cole, Marion “Introduction to Telecommunications” Only chapter 14 Telecommunication Management

Recommended references:

0205200265


Course Requirement:

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

Grading Policy:

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<th>General Learning Goals</th>
<th>Participate, homework &amp; Quiz 35%</th>
<th>Midterm Exam 20%</th>
<th>Term Project 20%</th>
<th>Final Exam 25%</th>
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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 the next week (Students are encouraged to discuss with their peers but they have to finish their homework, individually.)

Group project contains several parts to fully understand how to do “strategic planning” for a real telecommunication carrier. Each part is separated into a written report and an oral presentation. All reports and presentation PPTs have to be uploaded to the course website. http://moodle.ncku.edu.tw