

Syllabus

TM612 WS –Regulation and Policy in the Telecommunications Industry

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| Semester: | Schedule |
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Overview

This course provides students with a framework to analyze and interpret governmental policies on telecommunications at the local, state, national, and international levels. We review the history of telecommunication evolution in the United States, the objectives of the US telecom policy and the concept and evolution of Universal Service. We will discuss the factors that led to the break up of the Bell System Monopoly and emergence of the 1996 Communications Act. We will review the 1996 Act, its implementation and current and evolving issues with Internet, VoIP and Broadband.

Prerequisites: None

Relationship of Course to Rest of Curriculum

As a core course in the program, it covers the policy issues in the telecommunications industry. This course provides the knowledge of and reinforces the implications of the US telecommunications Policy for managers in the telecom and IT industry.

Learning Goals

1. List the key events in the history of the telecommunications in the US.
2. Describe the market models and explain the role of regulation in a natural monopoly
3. Explain the fundamental objectives of the US telecom policy
4. Identify organizations involved in the US telecom policy process
5. Articulate the need for Universal Service support in a competitive telecom market
6. Identify the current policy issues in deployment of VOIP and Broadband services

Pedagogy

The course will employ lectures, class discussion, individual and team assignments and a term project. Key learning mechanisms include:

- A weekly online quiz designed to reinforce learning from the lectures and reading material.
- Two team assignments with class presentation and discussion. One team project will involve review of an antitrust case in the telecom or related industries to reinforce learning's on regulation and control of market power. The second team project involves review of one of the M&A in the telecom industry to reinforce learning of the criteria used by FCC and Department of Justice to accept or reject a proposed merger.
- Each student will do an individual research project on a telecom policy issue, prepare a term paper and present a summary of the paper online. This allows sharing of their research experiences and findings with other students in the class.

Required Text(s)

- "Telecommunication Policy for the Information Age: From Monopoly to Competition," by Gerald W. Brock, Harvard University Press, 1998 ISBN 0-674-87326-2
- "Communications Policy and the Public Interest," by Patricia Aufderheide, Guilford Press, 1999, ISBN: 1-57230-425-1

Required Readings

- A Brief History of AT&T <http://www.att.com/history/>
- FTC, "Promoting Competition, Protecting Consumers: A Plain English Guide to Antitrust Laws," <http://www.ftc.gov/bc/compguide/index.htm>
- William E. Kennard, "Connecting the Globe: A regulator's Guide to Building A Global Information Community", FCC <http://www.fcc.gov/connectglobe> Chapters I and II, III, IV and V.
- "1997 MERGER GUIDELINES" <http://www.usdoj.gov/atr/hmerger/11251.htm>

Assignments

- Self Test – Weekly quiz taken online reinforces key subjects of the class lecture
- Individual and Team Assignments- expand on and cover more deeply areas of telecom regulation, policy process, M&A, and Internet
- Term Paper – Each student chooses a topic related to the course. The paper should be

5 to 10 pages including any tables according to the following outline (Charts or graphs) are not considered text:

1. Title - topic of the paper
2. Objective - what you intend to learn and its importance to telecom policy/regulation
3. Your findings
4. Your conclusions and observations
5. References

The first 2 items are due before the mid-term exam. The complete paper is due at the time of presentation posting.

- Class Participation - To enhance the learning experience, all students are expected to participate in class discussions. Active engagement in class sessions are considered an important component of the grade.

| Assignment | Grade Percent |
|------------------------|----------------------|
| • Homework assignments | 10% |
| • Quizzes | 10% |
| • Term Paper | 25% |
| • Mid-term Exam | 20% |
| • Final Exam | 25% |
| • Class Participation | 10% |
| Total Grade | 100% |

Grading Logic

The final grade is the sum of each of the above categories.

Final Grades will be given out as follows:

A = 89.9 points and above

B = 79.9 – 89.8

C = 69.9 – 79.8

For team project each team will receive an overall grade for the quality of analysis and presentation of the project. Each student will be given the team grade for participation and presentation as a member of the team. If a team member is absent the day a presentation is due the student will be given a 10% lower grade than the team depending on the overall presentation grade of the team.

TM 612
Schedule:

| Week Number As In "Weekly Plan" | Date | Lecture | HW for next week | Quiz for next week | Reading Assignment for next week | Comments |
|--|-------------|----------------|---------------------------------|-----------------------------------|---|---|
| Week 01 | | Module 01 | No | Quiz 01 | Yes | |
| Week 02 | | Module 02-1 | Yes | Quiz 02 | Yes | Assigning Antitrust Cases |
| Week 03 | | Module 02-2 | Yes | Quiz 03 | Yes | |
| Week 04 | | Module 03 | Yes | Quiz 04 | Yes | |
| Week 05 | | Module 04 | Yes | Quiz 05 | Yes | Antitrust Case submission and discussion |
| Week 06 | | Module 05 | No | Quiz 06 | Yes | |
| Week 07 | | Module 06 | Yes | No Quiz | Yes | Midterm Exam, Paper Outlines Due, Assigning M&A Cases |
| Week 08 | | Module 07-1 | No | Quiz 08 | Yes | M&A Case Preparation |
| Week 09 | | Module 07-2 | No | Quiz 09 | Yes | M&A Case Submission and discussion |
| Week 10 | | Module 8 | Yes | Quiz 10 | Yes | |
| Week 11 | | Module 9 | Yes | Quiz 11 | Yes | |
| Week 12 | | Module 10 | No | No Quiz | Yes | |
| Week 13 | | Term Papers | No | No Quiz | No | Research Paper Submission |
| Week 14 | | Final Exam | No | No Quiz | No | Final Exam |

Ethical Conduct

The following statement is printed in the Stevens Graduate Catalog and applies to all students taking Stevens courses, on and off campus.

“Cheating during in-class tests or take-home examinations or homework is, of course, illegal and immoral. A Graduate Academic Evaluation Board exists to investigate academic improprieties, conduct hearings, and determine any necessary actions. The term ‘academic impropriety’ is meant to include, but is not limited to, cheating on homework, during in-class or take home examinations and plagiarism.”

Consequences of academic impropriety are severe, ranging from receiving an “F” in a course, to a warning from the Dean of the Graduate School, which becomes a part of the permanent student record, to expulsion.

Reference: The Graduate Student Handbook, Academic Year 2003-2004 Stevens Institute of Technology, page 10.

Consistent with the above statements, all homework exercises, tests and exams that are designated as individual assignments MUST contain the following signed statement before they can be accepted for grading.

I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination. I further pledge that I have not copied any material from a book, article, the Internet or any other source except where I have expressly cited the source.

Signature _____

Date: _____

Please note that assignments in this class may be submitted to www.turnitin.com, a web-based anti-plagiarism system, for an evaluation of their originality.