REPORT OF THE GRADUATE COUNCIL MEETING
October 16, 2003

MGMT 659. Contemporary Issues in Telecommunications Management. (3-0). Credit 3. Survey of the methods and techniques for managing organizations involved in the development, production, distribution and exhibition of information and entertainment to the public via electronic means. The course integrates descriptions of core delivery technologies, including broadcast, cable, telephone and the internet, with underlying business concepts to provide a comprehensive picture of the global telecommunications industry. Prerequisite(s): Graduate classification.
Texas A&M University
Departmental Request for a New Course
Undergraduate • Graduate • Professional
Submit original form and 25 copies. Attach a course syllabus to each.*

1. This course is submitted by the Department of Management

2. Course prefix, number and complete title of course: MGMT 659—Contemporary Issues in Telecommunications Management

3. Course description (not more than 50 words): A survey of the methods and techniques for managing organizations involved in the development, production, distribution and exhibition of information and entertainment to the public via electronic means. The course integrates descriptions of core delivery technologies, including broadcast, cable, telephone and the internet, with underlying business concepts to provide a comprehensive picture of the global telecommunications industry.

4. Prerequisite(s) Graduate classification Cross-listed with

5. Is this a variable credit course? Yes X No If yes, from _ to __

6. Is this a repeatable course? Yes _ No If yes, this course may be taken ___ times. Will the course be repeated within the same semester/term? Yes _ No

7. Has this course been taught as a 489/689? Yes X No If yes, how many times? 2

8. This course will be:
   a. required for students enrolled in the following degree program(s) (e.g., B.A. in history) M.S. in Management

   b. an elective for students enrolled in the following degree program(s) (e.g., M.S., Ph.D. in geography)

9. If other departments are teaching or are responsible for related subject matter, the course must be coordinated with these departments. Attach approval letters.

10. Prefix Course # Title (exclude punctuation)
    MGMT 659 ISSUES IN TELECOM MGMT
    
    Lect. Lab SCH Subject Matter Content Code Admin. Unit Academic Year FICE Code
    0 3 0 0 0 3
    0 0 3 6 3 2
    
    Approval recommended by: 
    Angel Valenzuela 9/10/03
    Head of Department Date
    
    Head of Department (if cross-listed course) Date
    
    Submitted to Coordinating Board by: 
    
    Director of Academic Support Services Date Effective Date

* Attach a syllabus according to the guidelines on the web site www.tamu.edu/courseforms. To have this form reviewed, please send to Linda F. Lacey, Mail Stop 1265 or fax to 847-8737.
Texas A&M University
Mays Business School
Department Of Management


Description: A survey of the methods and techniques of managing organizations involved in the development, production, distribution and exhibition of information and entertainment to the public via electronic means. The course integrates descriptions of core delivery technologies, including broadcast, cable, telephony and the Internet, with underlying business concepts to provide a comprehensive picture of the global telecommunications industry.

Instructor:
Office: On-campus: Wehner 430
Off-campus: 4103 So. Texas Ave., Suite 209
Hours: Monday thru Friday, 9:00 AM to 5:00 PM (except scheduled class times) or by appointment
Phone: (979) 846-1765
Fax: (979) 846-9769
E-mail: scarr@tca.net
Web Page: <wehner.tamu.edu/mgmt.www/scarr>


Supplemental Readings: Although not required reading, the following publications have contributed greatly to the course material and will be used throughout the semester. A copy of the first two books are on reserve in the West Campus Library and relevant chapters have been indicated in the Course Topics section below.


Prerequisites: Graduate classification.
Procedure: Class will consist primarily of lectures by the instructor supplemented by a number of visiting guest speakers. The student is responsible for all material covered in the class lecture and all material contained in the texts and handouts. 659 students will be exempt from the final exam and instead will prepare a case study in Telecommunications Management for presentation to the class at the end of the semester.

Attendance and Communication: Class attendance is mandatory. Participation (class attendance and contribution) will receive a numerical score worth approximately 20% of the final course grade. You must be actively involved in the class discussions to satisfactorily fulfill the course requirements. Students will not be penalized for excused absences. Communication with the instructor, outside of class, may be by telephone, E-mail or appointment.

Grading: Course grade will be computed approximately as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>40%</td>
</tr>
<tr>
<td>Case Study</td>
<td></td>
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<tr>
<td>Written</td>
<td>20 %</td>
</tr>
<tr>
<td>Oral</td>
<td>20 %</td>
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<tr>
<td>Participation</td>
<td>20 %</td>
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<td></td>
<td>100%</td>
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</tbody>
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ADA Policy: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life Services for Students with Disabilities in Room 126 of the Koldus Building, 845-1637.

659 Case Study: 659 students will form two to three-person groups and prepare and present a semester case study from one of the cases in Case Studies in Telecommunications Management by Russell H. Mouritsen.

The written portion should be approximately 8-10 pages, double-spaced, using a font size of twelve (12). Students should use all available resources to examine the case. Papers should include a minimum of three (3) published, non-internet sources. For the oral presentation, you may use PowerPoint and each group should prepare an executive summary or outline including any accompanying charts or graphs for each member of the class to follow. The case will replace the final exam and count for approximately 40% of the final course grade.

Students should address the following subjects and questions when preparing their case:

1) Provide a brief company background, i.e., organizational structure, product market, core competencies and market structure & performance.
2) Who are the principal decision makers and stakeholders?
3) What are the goals and objectives of the company and the principal stakeholders?
4) What are the principal issues, concerns, problems or challenges in the case?
5) What solutions are potentially available?
6) Which solution do you recommend? Why?

The class and the instructor will act as stakeholders and may question the presenters at any time during the presentation. Students will receive participation points for interacting with the presenting group.

**Course Topics:** Subjects to be covered in this course are listed below. They are subject to change and may be presented in any order:

1. **The Telecommunications Landscape**  
   (Albarran: chapter 1, Housel: chapter 1, Pringle: chapter 10)  
   a. Industry Development  
   b. Current Structure  
   c. Entry and Ownership  
   d. Market Analysis & Acquisition Strategies  
   e. Globalization

2. **Theories of Telecommunications Management**  
   (Albarran: chapters 2, 3 & 4, Housel: chapter 3 Pringle: chapter 1)  
   a. Management Models  
   b. Leadership & Communication Styles  
   c. Organizational Development

3. **Personnel Management**  
   (Albarran: chapter 6, Pringle: chapter 3)  
   a. Job Functions  
   b. Labor Relations  
   c. Compensation and Qualifications  
   d. Productivity Measurement  
   e. Work Rules

**MIDTERM EXAM**

4. **Broadcast Radio**  
   (Albarran: chapters 7, 8 & 10, Pringle: chapter 4)  
   a. Development  
   b. Demographics  
   c. Programming

5. **Broadcast Television**  
   (Albarran: chapters 7, 8 & 10, Pringle: chapter 4)  
   a. Growth of Commercial and Noncommercial television  
   b. Audience Research  
   c. Programming  
   d. New Media Impact
6. **Cable TV**  
(Albarran: chapters 7 & 8, Pringle: chapter 8)  
   a. Growth of Cable  
   b. Programming  
   c. Competition

7. **Marketing Telecom Products**  
(Albarran: chapter 9, Pringle: chapters 5 & 6)  
   a. Acquisition & Retention Marketing  
   b. The Marketing Plan  
   c. Sales  
   d. Public Relations  
   e. Programming/Pricing/Packaging

8. **Financial Management**  
(Albarran: chapter 5, Pringle: chapter 2)  
   a. The Business Plan  
   b. Budgeting (capital and operating)  
   c. New Revenue Sources

9. **Regulatory Issues**  
(Albarran: chapter 11, Housel: chapter 4, Pringle: chapter 7)  
   a. Legislative History  
   b. Franchising  
   c. Telecommunications Act of 1996

10. **New Technologies**  
(Albarran: chapter 12, Housel: chapters 2, 9 & 10)  
   a. Convergence  
   b. Competitive Technologies  
   c. The Internet  
   c. E-Commerce
Management 659 Telecommunications Periodicals*

Journal of Broadcasting
Multichannel News
Broadcasting and Cable
Cablevision
Journal of Communication
Journalism Quarterly
Management World
Communication Research
Electronic Media
Broadcasting
Cable World
Access
American Communication Association News
Audiovisual Communication Review
Advertising Age
Variety
Public Telecommunications Review
Radio-TV Age
Journal of Marketing

* Availability of these publications in the Sterling C. Evans Library and the West Campus Library may be limited.