

COMMUNICATION SYSTEMS STRATEGY AND MANAGEMENT

COURSES

BUSINESS FINANCE

This course centers on the financial management of companies and the financing of businesses, while focusing on capital budgeting and structure, return on investment, present value analysis, time value of money and financial statement analysis.

BUSINESS LABORATORY

Using a state-of-the-art computer simulation of a dynamic marketplace, students develop comprehensive business plans through a business lab environment by synthesizing decisions across specific business disciplines, including finance research and development, production, labor and marketing.

CHANGE MANAGEMENT

This course focuses on the use of basic communication theory to examine communication as a process and as a resource at both micro and macro levels, as well as the management of communications in organizations.

DATABASE MARKETING

Students will receive an introduction to database marketing and have the opportunity to examine methods and techniques companies use to achieve specific customer marketing objectives.

INFORMATION, COMMUNICATION, COMPETITION

This course explores the roles of information and communication technologies in shaping industries and organizations. Students will also investigate how information technologies impact productivity, and determines criteria for evaluating investments in information technology.

INNOVATION STRATEGY AND MANAGEMENT

Students will have the opportunity to investigate innovation as a process from idea to market diffusion. This course also provides an examination of the factors that influence innovation in established markets.

INTEGRATED PROJECTS

This course prepares students to present their projects to program faculty. Student projects will focus on organizational problems associated with technology.

STATISTICS FOR BUSINESS DECISIONS

This course analyzes fundamental statistics that support decision-making in businesses and in organizations, along with data summary tools. Students will be introduced to statistical inference, simple and multiple regression models, time series and forecasting methods.

INTRODUCTION TO TELECOMMUNICATIONS

A comprehensive course that covers computer networks, servers and connectivity including Internet from dial-up to broadband and satellite, as well as video and streaming communications, quality-of-services and bandwidth issues. It also reviews transmission systems from analog to digital HDTV and examines management techniques of project, technology and reliability management.

MANAGEMENT OF ADVANCED DECISION

COMMUNICATION NETWORKS

General and topical issues in this course include network management, reliability and redundancy; trends in acquiring and managing integrated technologies; managerial issues from a technical perspective of establishing/maintaining inter-department relationships needed to sustain mission critical networks; and an examination of the fundamentals of the architecture of telecommunications networks.

METHODS OF RESEARCH FOR ORGANIZATION

DECISION-MAKING

In this course, students study the use, collection, analysis and application of information in organizational planning and decision-making, as well as the logic and application of social scientific research methods. Particular focus is given to the methods of survey and case study research as well as experiments and quasi-experiments.

TECHNOLOGY MANAGEMENT

This course is designed to provide managers with a mix of approaches and techniques to manage technological innovation and change within their organizations. The course is divided into three modules. The first module examines how managers can design teams and organizations to promote innovation. The second module focuses on strategies and structures that encourage and impede effective product development. The third module explores practices that managers can use to implement new technologies and drive organizational change.

TELECOMMUNICATION LAW, POLICY, AND STRATEGY

In this course, students discuss the legal framework affecting the full range of converged communications, including intellectual property law; telecommunications law and regulation; spectrum policy; web contracting; corporate email and Internet policies; compliance with Internet privacy regulations; and issues of competition and industry structure. Students will also conduct an extensive examination of strategies for corporate participation in policy making.

