

## ***Economics of Telecommunication***

### **1. MODULE SUMMARY**

#### **Aims and Summary**

This course will analyse the economics of telecommunications and related services. Students will study the evolution of the telecommunications industry, economic and public policy issues related to the telecommunications industry from a historical, present and future perspective. The economics of monopoly and oligopoly concepts as applied to network industries will be discussed and applied to the analysis of traditional telecommunications markets, such as voice services, as well as to "new" telecommunications markets including mobiles; internet and digital TV. Mergers and consolidation issues in the industry will be considered and predictions for the direction of industry change will be made. In addition, students will gain a better understanding of the managerial decision-making that takes place in the industry.

#### **Module Size and credits**

<b>ECTS points</b>	10
<b>Total student study hours</b>	250
<b>Number of weeks</b>	12
<b>School responsible</b>	Lazarski University, Faculty of Economics and Management
<b>Academic Year</b>	2022/2023

#### **Entry Requirements (pre-requisites and co-requisites)**

Micro/macroeconomics Introductory, Introduction to Business and Management

#### **Excluded Combinations**

None

#### **Composition of module mark (including weighting of components)**

Final exam, 50%

Coursework, 50%, composed of a group paper

**Pass requirements**

To pass the course a student must score at least 40% of the overall weighted average and not less than 35% for each assessment component (i.e. coursework and final exam). Reassessment: coursework component and/or examination as appropriate.

**Special Features**

None

**Course stages for which this module is mandatory**

None

**Course stages for which this module is an elective**

BA in Business Economics, Year 2

**2. TEACHING, LEARNING AND ASSESSMENT****Intended Module Learning Outcomes**

By the end of the course, students will be able to:

1. Appraise the impact of various economic and social factors on the telecommunication industry.
2. Analyse the impact of advances in telecommunication industry on states, societies and economies as well as connections between technical and business developments in the industry.
3. Appraise the effect of state and non-state actors (e.g. operator associations) in regulating and managing telecommunication industry.
4. Analyse effects of mergers and acquisitions in Telecom sector.
5. Evaluate financial performance of Telecom companies.

**Indicative Content**

1. What is telecommunications? The big picture – Market Structure: users (residential, business), services (voice, data, internet, TV-related services), other markets (intermediate markets, equipment).
2. A bit of technique – How does it all work? Radio vs. cable access, data transmissions protocols, voice techniques. PSTN, VoIP, GSM, femtocells, IPTV, MPLS, triple play.

3. Review of economic theories related to telecoms – Perfect competition / Monopoly / price discrimination, economics of networks.
4. Antitrust, regulation and privatization.
5. How to read financial statements of a telecommunication company? – case studies.
6. Business case and its role in preparation of telecommunication investment
7. Mergers and acquisitions – rationale, methods and performance of consolidated business.
8. Intercarrier compensation and inter-operator relations.
9. Mobile and radio – all in one in the near future?
10. Internet, next generation network, e-business and key issues in the economics of information.

### Teaching and Learning

This module will be taught by means of lectures, seminars, study visits and self-directed study. Formative Assessment: Comments will be given on assignments presentation, and tutorial guidance will be provided for coursework and exam. Student activity and time spent on each activity comprises:

<b>Guided</b>	0 hours	(0%)
<b>Lecture</b>	30 hours	(12%)
<b>Self-guided</b>	205 hours	(82%)
<b>Seminar</b>	15 hours	(6%)
<b>Workshop</b>	0 hours	(0%)
<b>Total</b>	250 hours	

### Method of Assessment (normally assessed as follows)

Final exam, 50%, will assess all learning outcomes

Coursework 50%, composed of a group paper (2250-2500 words, presented in class prior to submission) will assess learning outcomes 1-2, 4-5. Individual marks will be awarded on the basis of a group's results as well as individual students' contributions.

## **Re-sit**

Students failing any component of assessment, at the first attempt, are entitled to one re-sit attempt. This will be by new examination and/or new coursework scheduled for the next assessment opportunity. For coursework, if more than one element existed in the first attempt, this may be combined into one assessment for re-sit.

## **Date of last amendment**

30.01.2017

## **3. MODULE RESOURCES**

### **Essential Reading**

Dodd, A.Z., *The essential guide to telecommunications*. 5th ed. Upper Saddle River: Pearson, 2012.

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Dodd, A.Z., *The essential guide to telecommunications*. 5th ed. Upper Saddle River: Pearson, 2012.

Anders, P., *International strategies in telecommunications models and applications*. Hoboken: Taylor & Francis, 2012.

Curwen, P.J., *Mobile telecommunications in a high-speed world: industry structure, strategic behaviour and socio-economic impact*. Farnham: Gower, 2016.

Nuechterlein, J., and Weiser P., 2013. *Digital Crossroads: American Telecommunications Policy in the Internet Age*, 2<sup>nd</sup> ed, Cambridge, MA: MIT Press

Goleniewski, L., 2009. *Telecommunications Essentials*, 2<sup>nd</sup> ed. Boston: Addison-Wesley.

### **Required Equipment**

None.

## **4. MODULE ORGANISATION**

### **Module leader**

**Name** Dr. Łukasz Konopielko

**E-mail** konop@gazeta.pl

### **Length and month of examination**

120 minutes in June

**Expected teaching timetable slots**

No timetable information available.

**Subject Quality and Approval information**

<b>Board of Study</b>	Faculty Collaborative Provision Committee
<b>Subject Assessment Board</b>	Faculty Council, Faculty of Economics and Management
<b>Shortened title</b>	
<b>Date of approval by FCPC</b>	13 Feb 2017