

## DEPARTMENT OF INFORMATICS AND TELECOMMUNICATIONS

Postgraduate Program in  
'ECONOMICS AND ADMINISTRATION OF TELECOMMUNICATION NETWORKS'

2012

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PHONE NUMBER:

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**Course Title: ECONOMIC ISSUES IN TELECOMMUNICATIONS**

**Course Website:** <http://eclass.di.uoa.gr/courses/D327/index.php>

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### CALENDAR DESCRIPTION

This course provides an overview as well as a foundation for further studies of all aspects of telecom economics and management as practiced in Greece today both domestically and internationally.

### COURSE LEARNING OUTCOMES

On completion of this course the student will be able to:

1. Explain the basic concept of economics and management
2. Describe the business environmental forces within the Greek and EU telecom market
3. Describe the institutional framework of Greek telecom market
4. Explain the usage of PEST analysis
5. Describe all micro-environmental forces within the Greek market
6. Explain the usage of SWOT analysis.
7. Explain basic concepts of management, e.g. Total Quality Management, Enterprise Organization and Marketing telecom services
8. Study several case studies in the field of telecom economics and management

### COURSE PEDAGOGY AND EXPECTATIONS

Students are expected to develop their abilities as active, self-reliant learners. Students will read and study independently using the texts proposed below. Students will also read cases and prepare analyses prior to case discussions. The weekly class meeting will be used to extend (not regurgitate), the concepts and principles presented in the texts and readings. ***Students are forewarned that questions based on lecture content, which may not be in the textbook, will be included in the examinations.*** Students will also develop their analytical, reasoning, and writing skills through case studies, and written case analyses. Methods of learning include:

- Readings from Textbook, and other sources, (i.e. journal articles, the internet)
- Interactive lectures and discussion
- Assignments for individuals and groups
- Case Study and Report writing

**Individual work is expected.** You are encouraged to discuss and debate cases and materials from the course with other students, both inside and outside of class. However, written reports must be written individually. **If one or more written assignments are found to share**

**a significant proportion of phrasing and/or similarity of tables, graphics, etc., student(s) will automatically be rejected from the course.**

**Professor's expectations of Students.** Learning is something that people do to themselves; it is not something that someone does to you. The amount and quality of your learning will be directly proportional to the amount and quality of time you invest in learning. You are expected to invest 2-3 learning hours a week in this course.

**Evaluation and Due Dates**

Students will be evaluated on this course through:

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|--|------|
| Final comprehensive examination                        | 50%  |
| Mid-term test  | 20%  |
| Current Issues (Case Synopses)                         | 10%  |
| Case Studies (Written Analysis 15% + Participation 5%) | 20%  |
| Total  | 100% |

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## Course Schedule

| Week | Topics  | Materials to Read  |
|------|---|--|
| 1    | Βασικές έννοιες Οικονομικής & Διοίκησης Επιχειρήσεων  | Σημειώσεις μαθήματος   |
| 2    | Εξελίξεις στον Κλάδο Τηλεπικοινωνιών στην Ελλάδα και την Ε.Ε.   | - Σημειώσεις e-class (Κεφάλαια 1 & 2)<br>- <b>Casestudy 1</b>  |
| 3    | Θεσμικό Πλαίσιο τηλεπικοινωνιών   | - Σημειώσεις e-class (Κεφάλαιο 2)<br>- Σημειώσεις μαθήματος (Δρ. Α. Χριστόπουλος)                          |
| 4    | Ανάλυση Εξωτερικού Περιβάλλοντος  | - Σημειώσεις e-class (Κεφάλαιο 3)<br>- Β. Παπαδάκης, «Στρατηγική των Επιχειρήσεων»                         |
| 5    | Δομική Ανάλυση Κλάδου<br><b>Case 1: Synopsis &amp; Discussion</b>   | - Σημειώσεις e-class (Κεφάλαιο 3)<br>- Β. Παπαδάκης, «Στρατηγική των Επιχειρήσεων»<br>- <b>Casestudy 2</b> |
| 6    | Εσωτερικό Περιβάλλον  | Β. Παπαδάκης, «Στρατηγική των Επιχειρήσεων»  |
| 7    | Mid-term test   |  |
| 8    | Ποιότητα Τηλεπικοινωνιακών Υπηρεσιών – Συστήματα Ποιότητας  | Σημειώσεις e-class (Κεφάλαιο 5)  |
| 9    | Οργάνωση & Διοίκηση Τηλεπικοινωνιακών Οργανισμών  | - Σημειώσεις μαθήματος   |
| 10   | Εισαγωγή στην Έννοια του Μάρκετινγκ Τηλεπικοινωνιακών Υπηρεσιών<br><b>Case 2: Synopsis &amp; Discussion</b> | - Σημειώσεις e-class (Κεφάλαιο 4)  |
| 11   | Μελέτη Περίπτωσης   | Σημειώσεις μαθήματος   |
| 12   | Final Comprehensive Exam  |  |

## LEARNING RESOURCES

### Required Textbook(s):

- Title:** Στρατηγική των Επιχειρήσεων  
**Author:** Βασίλης Παπαδάκης  
**Edition:** Έκδοση 2002  
**Publisher:** Εκδόσεις Μπένου
- Course materials (via course's website)
- Academic journals (Supplementary)

### **CASE SYNOPSIS AND IN-CLASS CASE DISCUSSION (10% of course grade)**

Case studies are learning devices designed to help students connect economic and management concepts and theory with “real world” practice. Case studies allow students to develop skill in problem identification, analysis and decision making. “Case Studies Guidelines” are going to be provided and discussed in Week 2. Through these you will learn the structure of a logical process, which you can then use to prepare for written case analyses and in-class case discussions.

Two (2) case studies will be undertaken (see schedule). You are expected to come to class with a copy of your written **Case Synopsis** to hand in for marking and be prepared to participate in and contribute to the in-class case discussion.

- **Individually Prepared Case Synopsis (10%):** Using the steps in the case method, prepare a 2-3 pages summary of your analysis of the case study scheduled for discussion.
- You must be present during the in-class discussion in order to hand in your individually prepared case synopsis at the end.

### **MANAGEMENT ISSUES: GROUP PRESENTATIONS AND DISCUSSION (20% of course grade)**

Student Presentations and discussions about a ‘management issue’ will take place in five class periods. In Week 2 you will be assigned into groups of 3-5 students (depending on class size). Each group will be assigned a date in which they will present and lead a class discussion about a ‘management or economic issue on telecoms’. You can find debates and discussions by reading newspapers, magazines, telecom magazines, academic journals or by searching the WWW.

When your group has chosen a ‘issue’ email a summary (< 1 page), to your Professor requesting approval of the topic. When the professor approves your issue topic your group will prepare an in-class presentation (no more than 10 minutes). The presentation should provide sufficient information to the other members of the class so that they will understand what is at issue, and be informed of the different points of view about the issue and their sources. You should consider a variety of ways of providing information to the class – printed handouts, visual aids, Powerpoint slides, etc. (do not rely solely on oral presentation). Following the presentation, your group will lead a class discussion about the ‘issue’ (10 minutes). Your presentation and discussion-leading will be marked out of 15% on the following criteria:

- Description and explanation of the issue
- Identification of the competing points of view
- Connecting the issue to concepts and theory
- Discussion leadership

When you or your group are not presenting and leading you are expected to participate in discussing the issues presented by other groups (5% of course grade)

*Students are responsible for organizing and managing their group and ensuring that the presentation is completed as scheduled. If a team member is not contributing to your groups efforts then a memo, signed by all members must be submitted to the professor, prior to the presentation, indicating the method of allocating the presentation grade ( eg. a member could be given a 0 or a grade less than the other team members). Otherwise the individual grade will be the group grade received (for the presentation). **No Individual Presentations will be allowed.***

### **MID-TERM and FINAL EXAMINATION**

Mid-term and Final Examination could include **multiple-choice questions** and **short answer questions**, based on all readings, lectures and cases.

**When students require test accommodations, they will:**

- Remind instructor (e-mail) at least **one week in advance** of each test or as soon as possible, that they require test accommodations