

Course Syllabus

ISOM 2400 Global Information Infrastructure and Policy

- Winter semester 2019/20
- Instructor: Prof. Xu Yan
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Course Description

An information infrastructure refers to the communication platform (e.g., the Internet, mobile Internet, Web 2.0) that supports interactions among people, organizations and things. In the information society, an efficient information infrastructure is critical to business, economy and quality of life.

There are three key elements to the functioning of an effective information infrastructure.

Firstly, a sophisticated policy is critical. Issues concerned by policy-makers include: Should the network be operated by a monopoly or opened for competition? Should government own the network or let private and foreign investors to operate it? How to make sure low-income people are able to access the network so as to narrow the gap between information rich and information poor?

Secondly, innovative business strategy is important. For example, what kind of business model can facilitate the adoption of mobile data services? How to leverage Web 2.0-enabled infrastructure for business innovation? How do operators in different countries share their revenues from international services?

Lastly, technology is the foundation. What will the next generation infrastructure look like? Why has LTE become the 4G technology? What is new about 5G?

This course will provide a panorama review of the global information infrastructure from policy, social, business and technology perspectives. Such issues as universal service, digital convergence, next generation information infrastructure, cloud computing, network interconnection, the WTO's agreement on telecommunications, spectrum auction, regulatory environment of mobile multi-media services will be addressed. It will also address the growing importance of Web 2.0-enabled information infrastructure in business innovation.

This three credits course is a **Common Core Course** and is suitable for students from all backgrounds. No pre-requisite courses are required.

Learning Outcomes

Upon completion of this course, students are expected to be able to:

- recall and state fundamentals of information infrastructure from policy, social, business and technology perspective
- explain and interpret information infrastructure strategies from policy, social, business and technology perspectives
- analyze and evaluate the strengths and weaknesses of each information infrastructure strategy from policy, social, business and technology perspectives
- address business needs by formulating part of the corporate and public information infrastructure strategy from policy, social, business and technology perspectives

Teaching Approach

- Introducing the basic concepts of information infrastructure from policy, social, business and technology perspective in lectures
- Using practical cases to interpret and illustrate policies, social implications and business applications of information infrastructure
- Discussions and simulations will be conducted so as to enhance students' understandings of information infrastructure

Assessment Scheme

- The mid-term assignment and the final exam will include multi-choice and filling the blank questions so as to test if student can recall or state knowledge of the fundamentals
- In addition to multi-choice and filling the blank questions, part of the short questions in the mid-term assignment and the final exam are designed to test student's ability to explain and interpret information infrastructure-related issues

Students will be graded on the basis of

- a) a mid-term assignment (50%);
- b) a final exam (50%).

Textbook:

Due to the extensiveness of this course, it is hard to recommend an appropriate textbook. Instead, suggested readings will be available in books reserved in the library or assigned throughout the course.

The training modules of the ITU Asia Pacific Centre of Excellence - Telecommunications at <http://itu-coe.ofca.gov.hk> will be used for reference.

Some other readings will be provided as handouts on the course website throughout the lectures.

Course Delivery Method:

According to university arrangement, this course will be delivered in on-line mode. All lecture notes and readings will be uploaded to HKUST's Canvas portal. Pre-recorded videos of the lecture which was recorded last year will also be uploaded to Canvas as references.

The lectures will be delivered via ZOOM from 14:00-17:20, Monday – Friday, 6-18 January 2020. The TA is going to send you an email before the start of the semester and give you information on how to access the course via ZOOM. In the meantime, please get yourself familiar with functions of ZOOM.

The mid-term and final examinations will be conducted via on-line system. Details of the arrangement of the examinations will be sent to you by email before the examination.

Schedule:

January 6: **Introduction to the Information Infrastructure**

Reading:

1. Carr I Snyder (2003) *Management of Telecommunications*, McGraw-Hill Irwin: Boston, Chapter 1, 2, 3 (pp.71-94) (For reference)
2. Reading-1 ICT Facts Figures 2019

January 7: **Digital Convergence; Wireless Communications and Spectrum Regulation**

Reading:

1. Carr I Snyder (2003) *Management of Telecommunications*, McGraw-Hill Irwin: Boston, Chapter 3 (pp.94-123) (For reference)
2. ITU Asia Pacific Centre of Excellence – Telecommunications/ *Module on Frequency Spectrum Management* https://itu-coe.ofca.gov.hk/index_ie.htm (For reference)

January 8: **The Next Generation Information Infrastructure;**
Reading: Handout

January 9: **Business and Socioeconomic Implications of Information Infrastructure**

Reading: ITU Asia Pacific Centre of Excellence – Telecommunications/ *Module on Universal Service* https://itu-coe.ofca.gov.hk/index_ie.htm (For reference)

January 10: **Innovation 2.0**

Readings:

1. Schoshana Zuboff and James Maxmin (2002) *The Support Economy: Why Corporations are Failing Individuals and the Next Episode of Capitalism* (For Reference)
2. Eric Von Hippel (2005) *Democratizing Innovation*, MIT Press, downloadable for free from <http://web.mit.edu/evhippel/www/democ1.htm>, Chapter 1

January 11-12: **Mid-term Assignment (on-line assignment in weekend)**

January 13: **Diffusion of Technology Innovation; Case Study: SMS Adoption in Hong Kong and China**

Readings:

1. Everett M. Rogers (2003) *Diffusion of Innovation*, New York: Free Press, **Chapter 5** (For Reference)
2. Reading 2 - SMS in HK and China

January 14: **Theoretical Framework of Information Infrastructure Deregulation**

Readings:

1. Geroski, *Barriers to Entry and Strategic Competition* 1990 (On reserve in the UST Library), Part II, III, IV (For reference)
2. ITU Asia Pacific Centre of Excellence – Telecommunications/ *Module on Competition Safeguard* https://itu-coe.ofca.gov.hk/index_ie.htm (For reference)
3. Reading 3 - Competition Theory

January 15: **Organizational Restructuring of Information Infrastructure: From Monopoly to Competition, and to the Bubble and Its burst**

Readings:

1. Black, S.K. (2002) *Telecommunications Law in the Internet Age*, Morgan Kaufmann Publishers: San Francisco, Chapter 1,2 (For reference)
2. Fransman, Martin (2002) *Telecoms in the Internet Age: from boom to burst to--?* Oxford University Press: Oxford, (For reference)
3. Reading 4 - Divestiture of AT&T
4. Reading 5 - Telecom Restructuring-Martin Franceman

January 16: **Network Interconnection; Local Network Competition in Hong Kong**

Readings:

1. Black, S.K. (2002) *Telecommunications Law in the Internet Age*, Morgan Kaufmann Publishers: San Francisco, Chapter 4 (*For reference*)
2. ITU Asia Pacific Centre of Excellence – Telecommunications/ *Module on Interconnection* https://itu-coe.ofca.gov.hk/index_ie.htm (*For reference*)
3. Reading 6 - Type III Interconnection (*For reference*)

January 17: Foreign Direct Investment in Telecommunications and WTO's Basic Telecommunications Agreement
 3. **Reading:** Reading 7 - China's telecom and the WTO (*For reference*)

January 18-19: **Weekend**

January 20: **Final Exam (On-line, 14:00-17:00)**

Links to Related Websites

Government Sites

- (1) [Office of the Communications Authority](http://www.ofca.gov.hk) at <http://www.ofca.gov.hk>
- (2) [Commerce and Economic Development Bureau \(Communications and Creative Industries Branch\)](https://www.cedb.gov.hk/ccib/) at <https://www.cedb.gov.hk/ccib/>
- (3) [Ministry of Industry and Information Technology \(MIIT\) of China](http://www.miit.gov.cn) at <http://www.miit.gov.cn> (Chinese only)
- (4) [Audit Commission of Hong Kong SAR Government](http://www.info.gov.hk/aud) at <http://www.info.gov.hk/aud>

Operators in Hong Kong SAR

FTNS operators

- (1) [HKT](http://www.hkt.com/?language=en_US) at http://www.hkt.com/?language=en_US
- (2) [Hutchison Global Communications Limited](http://www.hgc.com.hk) at <http://www.hgc.com.hk>
- (3) [New World Telecommunications Limited](http://www.newworldtel.com) at <http://www.newworldtel.com>
- (4) [Hong Kong Broadband Network Limited](http://www.hkbn.net) at <http://www.hkbn.net>

Mobile Network Operators

- (1) [Hong Kong CSL Limited](http://www.hkcsl.com) at www.hkcsl.com
- (2) [China Mobile \(HK\)](http://www.hk.chinamobile.com) at <http://www.hk.chinamobile.com>
- (3) [Smarton Mobile Communications Limited](http://www.smartone.com) at <http://www.smartone.com>
- (4) [3 Hong Kong](http://www.three.com.hk) at <http://www.three.com.hk>

Operators in China

- (1) [China Telecom](http://www.chinatelecom.com.cn) at <http://www.chinatelecom.com.cn>
- (2) [China Unicom](http://www.chinaunicom.com.cn) at <http://www.chinaunicom.com.cn>
- (3) [China Mobile](http://www.chinamobile.com) at <http://www.chinamobile.com>

Other Relevant Websites:

- (1) [International Telecommunications Union](http://www.itu.int) at <http://www.itu.int>
- (2) [Communications Association of Hong Kong](http://www.cahk.hk) at <http://www.cahk.hk>
- (3) [China Communications Professional Website](http://www.c114.com.cn/) at <http://www.c114.com.cn/>

Self Learning on Telecom Technology and Policy

[Asia Pacific Centre of Excellence - Telecommunications](http://itu-coe.ofca.gov.hk) at <http://itu-coe.ofca.gov.hk>