

**MAS 535: Telecommunications Network Management
SEMESTER PROJECT**

A good corporate telecommunications plan is flexible -- it must change as the organization changes, but it must be monitored and reviewed in order to assure the change is always in the direction of the organization's goals. Analysis, implementation, and evaluation are the essential components of the process. With that in mind, your assignment is to select a business firm here in Lexington (or elsewhere, if you can make a case for it) and prepare the following report for its CEO:

- 1) A review of the current state of the telecommunications system.
- 2) A thorough needs assessment in the context of both short-term and long-range planning.
- 3) Recommendations for an enhanced and/or upgraded two-option technical system and appropriate operational procedures.
- 4) Recommendations for implementation, training, and evaluation procedures.

Prepare the report in the following format:

- a) typed, double spaced, one-inch margins, pages numbered
- b) one-page executive summary in front
- c) table of contents
- d) headings (and perhaps sub-headings) throughout the body of the report
- e) appendices where appropriate (tables, figures, organizational charts, etc.)

The assignment will be evaluated on the following basis:

60 points -- Content

Intelligent, thorough analysis of the topic; accurate use of examples, illustrations and/or other forms of evidence; technical terms defined; generalizations made specific, perceptive and insightful.

20 points -- Organization

A clear plan, logically developed; reader-oriented introduction and conclusion; clear topic sentences for paragraphs; details arranged in logical order.

10 points -- Word Choice

Vocabulary appropriate for purpose, subject, and audience; accurate use of terminology, precise language.

5 points -- Style

Elimination of unnecessary words; effective sentences; easy to read.

5 points -- Mechanics

Complete sentences (no run-ons or fragments); subject-verb agreement; tense agreement; punctuation, spelling, capitalization, etc.