JMS 591

Global Technology in the Age of Innovation

Abstract:

JMS 591 examines the basic shift in the world economy as communication technology and new media are reshaping the competitive landscape. The new economy thrives on creativity and innovation, which is the name that seems to be most used to call the age of our time.

All the economies in the world are fast becoming interdependent. Off-shoring and outsourcing are commonplace, manufacturing and even service provision seek the lowest cost of labor. A new economy based on knowledge use and production--new technology--is becoming critically important. Media, academe and policy-makers are heralding the onset of a whole new economy calling for “creativity and innovation.” This requires a deeper understanding of the role of technology, particularly the Internet and the worldwide web, the economics of doing business in the digital age, and the politics of truly global problem solving.

Background:

In the wake of globalization, wealth as information and knowledge become vital to the success of developed and developing nations as creativity and innovation are seen as economic assets. In this new economy, sovereignty-- the power of nations to determine their future -- becomes more difficult as other nations are included in the policy process and individuals increasingly use the power of the Internet to be heard. Corporations--private and public--are affected too and are leading the global effort to reinvent their marketing plans.
JMS 591 will identify trends shaping our modern day world. Of particular interest and concern is the redefinition of knowledge or information as the new wealth, and media technologies as the tools of wealth creation. In this new global environment we are seeing the realignment of power or sovereignty from nation states to individuals.

National, regional laws and international policies are also being enacted as a matter of vital strategic importance. New global policy is also being considered by agencies of the United Nations. Although some nations want to control the new media—particularly social media—to prevent the Internet from undermining all existing policies, disruption of political, social and economic values of nations are being eroded. These issues are explored, as is the emergence of creativity and innovation as the next great leap in economic and social development.

**Objectives:**

1. To understand how international telecommunications is integral to the development and success of what we now call “globalization,” with the consequent development of the global economy dependent on broadband telecommunications infrastructures; i.e. wired and wireless information highways.

2. To know how and why all nations, are privatizing or deregulating telecommunications monopolies to position themselves for the emergence of a knowledge economy; and all international/global companies are redefining their operations to capitalize on this basic shift in the world economy.

3. To better articulate and discuss the role of the Internet in world affairs at both the national, regional and local level, and appreciate the necessity of so-called information or telecommunication strategies.

4. To know and appreciate the role of creativity, culture and innovation as the drivers of the 21st century.
**Expectations:**

You will be in class at the appointed time each Monday, fully prepared having read the reading assignments; and that you will be present for all quizzes, exams and case presentations. The seminar format depends on your full participation including commenting on the discussion board responding to the question(s) posed or comments of others. You will be expected to ask questions and the class (and I) will try to answer. Remember that there are few right or wrong answers in Honors 413 but understanding trends and important developments are important.

Please provide me with an explanation for any anticipated absence well in advance of the class.

MAKE-UPS, PARTICULARLY IN THE CASE OF EXAMS, WILL BE RARE.

N.B. Late papers, or unexcused absences may result in one whole grade deflation. Conduct during class including class participation may factor in the final grade as well. Take good notes. Exams will cover all readings, class lectures and class discussion.

**Instructional Material:**

Articles of current interest will be sent each week to discuss at the beginning of each class. You may also discover items of similar value to our discussion and are encouraged to send them to me for further distribution.

**Grading:**
Most likely, you will have several opportunities to research a topic, and make compelling in-class presentations usually with a partner or partners (which will count for 10% of your grade), including a 20 minute country presentation (another 10 % of your grade), a Final paper (20%) and a presentation of the paper topic in cooperation with one or more of your classmates (8 to 10 minutes). ALL PRESENTATIONS ARE WITH NOTES ONLY. No reading of prepared text of presentations.

A midterm will represent another 20% of your grade. A final exam, which requires a well-articulated grasp of the subject matter, (not a core dump of matter not directly relevant to the question) will count for 30% (You may bring one sheet of notes on an 8.5”x11” sheet).

The remaining 10% of your grade will be based on your attendance and class participation in all discussions. While it is relatively easy to get an A or B in this class (assuming you do the work), grading is on a curve and this 10% can be critical to your final grade.

(Smartphone, blackberries, computers and other like electronic devices are not permitted during the exams. Further, your final paper may be submitted to “Turnitin” and thus subject to review for the detection of plagiarism.)

Please use the first class as an opportunity to get contact information from at least two other students.

Outline of Semester:

Week 1 – Overview. This first class introduces the course including goals and objectives, grading, expectations, required presentations and readings including rubrics for class presentations and final paper.

Week 2 – The Creative and Innovation Economy in the wake of Globalization and the role of Telecommunications.
The concept of Globalization and what is known as globalization 3.0 according to author and columnist Thomas Friedman, describes the recent advances in telecommunications and the development of a new world economy. The term globalization is now widely used but the concept as articulated by author Nayan Chanda is over 50,000 years old. We will explore this concept, which encompasses economic, social and political trends; and the challenges of globalization, particularly as it affects nation states, corporations and individuals.

Week 3 – Sputnik, Satellites and other borderless technologies.

The development of Comsat and Intelsat, the first fully global communication system, coupled with the earlier inventions of the telegraph which spawned the development of the International Telegraph Union (ITU), the telephone, broadcasting all led to a shrinking of the globe.

Week 4 – It’s a Flat World: The Spread and Influence of the Internet.

Worldwide acceptance of the Internet and its progeny, the worldwide web has compelled most nations to re-think their role in the new world economy and establish new national and international policies. The Defense Department’s early recognition of the importance of digital technology and the development of what was then known as Arpanet – later to be called the Internet – heralded new thinking about what is called packet-switched communications, now being accepted worldwide.


The development of a new global economy made it clear that as Neil Pierce one stated: “There is no global economy, only a constellation of regional economies,” and as Kenichii Ohmae once argued we are now seeing the rise of whole regions with strong cities at the core. These new regions of the future are what Obama is targeting in the U.S. in his new urban policy and every nation is awakening to as they confront the challenges of a new technology-
driven economy and society. This week we will explore the “new economy” including the race for broadband technologies and the need for creating 21st century megatropolises to attract the knowledge businesses and knowledge workers that will contribute to the wealth and well being of regions. Creativity is key and we are already witnessing “The Rise of a Creative Class” says author Richard Florida. Innovation is vital.

Week 6- Mid-Term

Week 7 – National Telecommunications Strategies.

European nations were the first to begin developing regulations and policies to ensure they were not left behind in the wake of a new digital economy. They understood the importance of keeping information or data processing at home and developed protection laws (or so-called transborder data laws and regulations) to do so. They also began an effort privatizing both telephony and broadcasting and promote the new telecommunications technologies - new information infrastructures. Each student will research a country or region to assess their overall efforts and present their findings to the class. Research Assignments include: The US, The European Union, United Kingdom, Mexico, Canada, France, Luxembourg, China and India at minimum.

Week 8 – National Telecommunications Strategies (continued).

Week 9 The Emergence of Digital Cities, Smart Communities and Creative Communities. The Rise of the Region State. Students working in teams will research Singapore’s Intelligent Island, Malaysia’s Multimedia Super corridor, Seoul, Dubai, Toronto, Shanghai, Stockholm, Bangalore, Boston, Austin and Silicon Valley.

Week 10-- Global Regulation including the United Nations and its Sister Agencies with responsibilities for telecommunications.

While sovereignty remains an impediment to truly international regulatory and policy mechanisms all nations over the years have created such organizations as vehicles for exploring and negotiating coordination. This week we will examine the role, and mission of
several such agencies. Students, working in teams, will research an international organization in depth and present their findings to the class. Research Assignments include: The United Nations, ITU, UNESCO, UNCTAD, WTO, WIPO, OECD, and ICANN.

Week 11 – Global Corporations.

Business and industry has seen developments in telecommunications and other factors open the door to increase export of goods and service and thus adopted organizational and marketing plans to capture the emerging worldwide market. How they fashion such plans however depends on the product, culture and often the telecommunications policies of nation states. Research Assignments will include: IBM, Google, Microsoft, ABC, News Corporation, Sony, and Alibaba. Students, working in teams, will research an international corporation in depth and present their findings to the class.

Week 12 – Privacy, Piracy, Trade, Terrorism and other barriers to communication.

Students will work in teams to research barriers including piracy, privacy, spam, pornography, language and other potential barriers and discuss in class. Current articles on espionage and piracy of corporate and government files, etc. will be emailed prior to meeting. (We shall also start paper presentations if time permits.)

Week 13 – Papers Presentations
Week 14 - Paper Due/ Review of Course
Week 15 – Final Exam

Contact Information:

Please feel to contact me at any time. I can be reached by email at jeger@mail.sdsu.edu or by phone at (619) 594-6910. My offices are located in PSFA Room 361; office hours are Monday 2:00 – 4:00 pm or by Appointment.
SYLLABUS STATEMENT for Students with Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.