



MANGALORE UNIVERSITY
Department Master of Commerce (HRD)

M.Com (HRD)

CRS507: KNOWLEDGE MANAGEMENT

Workload: 3 hours Lecture and 2 hours Tutorial per week: Total 4 Credits

Objective: To expose the students to the newly emerging domain of knowledge management with a special focus on knowledge acquisition, creation, documentation, sharing, transferring, and knowledge application in an effective and ethically sound manner in organisations.

Course Out Comes:

1. Explains the usefulness of diagnosing problems involving human behaviour and examining psychological and sociological phenomenon.

Unit -1: Fundamentals of Knowledge and Knowledge Management (KM): Knowledge, intelligence, experience, commonsense – Data, information, knowledge, wisdom – types of knowledge – Knowledge Management System Life cycle – causes and drivers of KM initiatives-KM– strategy linkage – Recent trends.

Unit -2: Knowledge Creation and Knowledge Architecture: Nonaka's Model of knowledge creation and transformation – capturing tacit knowledge –knowledge capturing techniques – Brainstorming – Protocol analysis – the Repertory Grid – Nominal Group Technique – The Delphi method – concept mapping and Semantic nets – Knowledge codification – Recent trends.

Unit -3: Knowledge Transfer and Knowledge Sharing: the knowledge-doing gap – prerequisites for transfer – transfer methods – Role of the internet and intranet in knowledge transfer – Extranets and knowledge exchange – corporate e-learning – causes and drivers – aims of using e-learning – use of e-learning – Recent trends.

Unit -4: KM System Tools and Portals: Neural Networks as a learning model – **Data mining and business intelligence** – Data warehouses – Meaning, evolution and characteristics of Portals – Portals and the business transformation – Recent trends.

Unit -5: Future of Knowledge Management: Managing knowledge workers – Personality and professional attributes – **technology and the knowledge workers** – Knowledge Domains – nature of KM application in the corporate sector – KM metrics used to measure and assess the business value of KM – Challenges of KM – KM and ethics – Recent trends.

References:

1. Amrit Tiwana, *The Knowledge Toolkit: Practical Techniques for Building a Knowledge Management System*, - Delhi: Pearson Education, Inc.
2. Elias M. Awad & Hassan M. Ghaziri, *Knowledge Management*, - Delhi: Pearson Education, Inc.
3. Hall,B. *Learning Management System: How to Choose the Right System for Your Organisation* - Sunnyvale, CA: Brandon-Hall.com
4. Hall,B. *Live e-Learning : How to Choose a System for your Organisation* - Sunnyvale, CA: Brandon-Hall.com
5. Patterson, M.G., M.A.West, A. Lawthom and S.Nickell, *The Impact of People Management Practices on Business Performance* - London: CIPD.
6. Wendi R. Bukowitz, Ruth L.Williams, *The Knowledge Management Field Book*, - Delhi: Pearson Education Inc.

