Institute of International Management  
RA54200 Knowledge Management (知識管理)  
Spring 2012

The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

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<tr>
<td>1</td>
<td>Graduates should be able to communicate effectively verbally and in writing.</td>
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<td>x</td>
<td>Graduates should solve strategic problems with a creative and innovative approach.</td>
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<td>3</td>
<td>Graduates should demonstrate leadership skills demanded of a person in authority.</td>
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<td>Graduates should think with a global management perspective.</td>
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<td>5</td>
<td>Graduates should possess the necessary skills and values demanded of a true professional.</td>
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Instructor:

Jeng-Chung (Victor) Chen, PhD (陳正忠)  
53561  
victor@mail.ncku.edu.tw  
Friday 9:00-12:00 am and by appointments

Course Description

The 21st century is so called the Knowledge Economy Era. The economy is driven by the business organizations where information and knowledge is well processed and utilized. This course focuses on the strategic and practical use of knowledge on top of the exploration of the organizational processes of the knowledge community. Innovative ideas helping class discussions are highly appreciated. Good class interactions benefit students and the instructor because it helps peer-learning and the instructor has a clear idea how to adjust the course contents and schedule.

Course Objectives:

1. To help students tap to KM related issues in areas like business management, information technology, human resource management, …etc.;
2. To introduce students the analysis and development skills of KM system;
3. To give students an in-depth introduction of the power of leveraging Knowledge and KM;
4. To introduce students the organizational strategies on KM adoption and KM team development;
5. To help students integrate multi-discipline knowledge in this course.

Content Summary:

Introduction
The Knowledge Edge
The Origins of Knowledge
The 10-Step Knowledge Management Road Map
The Leveraged Infrastructure
Aligning Knowledge Management and Business Strategy
The Knowledge Management Platform
Knowledge Audit and Analysis
Designing the Knowledge Management Team
Creating the Knowledge Management System Blueprint
Developing the Knowledge Management System
Prototyping and Deployment
Leadership and Reward Structures
Real-Options Analysis for Knowledge Valuation
Journal Article Discussions
Case Presentations

Recommended references:

Course Requirement:

Report

Please submit a min. 2-page report during the midterm period which includes the system analysis of the case you select. The case can be those companies that do not have the KM system implemented (preferred) or those have the KM system already. At the end of the semester, please submit another min. 2-page report which covers the KM system development, deployment, and knowledge valuation of your selected case. The complete 4-page report is a practical project for nowadays business. It requires complete understanding of the course and application of the skills mentioned in the textbook. To get a perfect score on both reports, the students should demonstrate his/her capability of integrating academic concepts and practical skills from journal articles and books/cases.

Course Contents
Given the abundance of the materials we are supposed to cover, students are responsible to read all the materials in the perspective chapters even if the instructor does NOT introduce them all in the lecture because of the time constraint. However, students are always welcome to discuss with the professor.

**Assignment**

Four to six homework assignments will be assigned. Assignments maybe assigned online and completed working with team members. Detail work on the assignments and full understanding of the fundamental concepts would help a lot in terms of class participation, discussions, presentations, and midterm and final report.

**Communication with the Instructor**

If you want to have a long discussion (over 10 minutes) with me, please make an appointment with me in advance according to my office hours. While I am usually at my office, I can’t guarantee that I can always talk to you. Please use email to contact me if you can’t visit my office in person. I am known for answering email promptly. I will **NOT** answer any questions about the homework assignments, term paper, or any other kind of work on the due date. Early communication with me regarding to all kinds of your work is welcome.

**Course Policies**

**Electronic Device Policy**

Electronic devices are required to be turned off in the classroom. Calculators and computers are prohibited during examinations unless otherwise specified. Laptop and/or personal computing devices may be used in lecture for the purpose of taking notes.

**Attendance Policy**

Students are expected to attend all scheduled classes. If you miss an assignment **due date** or other changes because you are **absent**, it is **your responsibility**. It is also your responsibility to obtain notes and possible changes in the schedule from other students if you are absent. **TA will record your attendance situation each hour and you have to sign in and sign out on the attendance sheet every time we meet.**

**Assignment Policy**

For all homework assignment submissions, **make sure you type your name, student ID, exercise number and submission date on the cover page (required)**. All homework assignments must be **typewritten**. If an exercise requires multiple sheets, you must staple them together. Do not staple different assignments together. Disorganized assignments (pages out of order, mislabeled, no cover page, unreadable, etc.) will receive **at most 50% of the full credits**. If there are multiple sheets to be handed in, you should sequence them according to the order you were instructed to do. **Late homework assignments, projects, or any other kind of work past due within one week will receive at most 50% of the full credits. Any work that is past due more than one week will receive no credits at all.**
I expect all homework assignments to be your original work. This means that you have your hands on the keyboard when you are doing the homework and that all files and printouts are created by you.

Appeals Policy
To appeal a grade, contact your instructor within 7 days after the homework assignment/group project being returned. Overdue appeals will not be considered.

Incomplete Grade Policy
In most cases, students will not be given an incomplete grade in the course unless they have sound reason and documented evidence. A student who receives an incomplete must have completed or passed a significant portion of the course.

Disabilities Policy
Please notify the instructor during the first 2 weeks of any accommodations needed for the course.

Academic Misconduct
Students are expected to uphold the school’s standard of conduct relating to academic honesty.

Grading Policy:

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<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Midterm 2-page Report</td>
<td>50</td>
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<tr>
<td>Final 2-page Report &amp;Presentation</td>
<td>50</td>
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<tr>
<td>Assignments (4-6)</td>
<td>300</td>
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<tr>
<td>Journal Article Discussions</td>
<td>100</td>
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<tr>
<td>Case Presentations</td>
<td>50</td>
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<tr>
<td>Class Participation (including attendance)</td>
<td>100</td>
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<td>And the instructor’s observation</td>
<td>100</td>
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<td>Total Possible Points</td>
<td>650</td>
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*For Ph.D. students: the assignments include another 4 journal article (selected by the instructor) presentations and 1-page reports (should include value of the study, gap filled in the study, theoretical foundation, methodology appropriateness, and contributions of the study) and hence learning goal 5 is also measured.