



UNIVERSITI TEKNOLOGI MARA

CMP652: KNOWLEDGE MANAGEMENT FOR COMMUNICATION PROFESSIONAL

Course Name (English)	KNOWLEDGE MANAGEMENT FOR COMMUNICATION PROFESSIONAL APPROVED
Course Code	CMP652
MQF Credit	3
Course Description	This course provides a thorough coverage of the latest theory and practice of Knowledge Management with an integrated inter-disciplinary presentation that makes sense of the confusing wide variety of industry perspectives arising simultaneously from artificial intelligence, information systems, and organizational behavior. Critically evaluates the nature, computer representation, access and utilization of knowledge versus information within a human context. Essential preparation for managerial, technical and communication professionals alike in today's modern knowledge-based economy.
Transferable Skills	1. Design knowledge sharing framework 2. Organisational Behaviour Analysis 3. Information System applications in various industry context
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation
CLO	CLO1 Illustrate current trends in knowledge management and their manifestation in business and industry CLO2 Describe the role and use of knowledge in organizations, and the typical obstacles that KM aims to overcome. CLO3 Discuss how to apply and integrate appropriate components and functions of KM CLO4 Explain issues and problems to solve challenges in knowledge management context and organizational behavior.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Knowledge Management 1.1) 1.1. Introduction 1.2) 1.2. The knowledge Economy 1.3) 1.3. What is Knowledge Management? 1.4) 1.4. Is knowledge management a fad? 1.5) 1.5. What are the differences between data, information, knowledge and wisdom? 1.6) 1.6. Early history of knowledge management: oral tradition to cuneiform? 1.7) 1.7. Knowledge management in ancient Greece and Rome 1.8) 1.8. Management of knowledge in monastic and cathedral libraries 1.9) 1.9. Paradigm shift from print to a digital age	
2. 2. The nature of knowing 2.1) 2.1. Introduction 2.2) 2.2. What is knowledge? Philosophers from Plato to Wittgenstein 2.3) 2.3. Burrell and Morgan's framework on philosophical paradigms 2.4) 2.4. Competing philosophical positions in knowledge management: positivism, constructivism, postmodernism and critical realism 2.5) 2.5. The taxonomic perspective of knowledge 2.6) 2.6. The process-based perspective of knowing 2.7) 2.7. The practice-based perspective of knowledge and knowing	

3. 3. Intellectual Capital

- 3.1) 3.1. Introduction
- 3.2) 3.2. What is intellectual capital?
- 3.3) 3.3. History of intellectual capital?
- 3.4) 3.4. Problems of measuring organizational performance
- 3.5) 3.5. Frameworks of intellectual capital
- 3.6) 3.6. Human and social capital
- 3.7) 3.7. Organizational capital
- 3.8) 3.8. Intellectual property and smart patents
- 3.9) 3.9. Financial reporting of intellectual capital
- 3.10) 3.10. Intellectual capital as a narrative
- 3.11) 3.11. Knowledge auditing in practice

4. 4. Strategic Management Perspectives

- 4.1) 4.1. Introduction
- 4.2) 4.2. Strategic management: School of thought
- 4.3) 4.3. Industrial organization tradition
- 4.4) 4.4. Excellence and turnaround
- 4.5) 4.5. Institutional perspective
- 4.6) 4.6. Resource-based view of the firm
- 4.7) 4.7. Information system strategy
- 4.8) 4.8. Developing a knowledge management strategy
- 4.9) 4.9. Innovation and personalization strategies

5. 5. Organizational Learning

- 5.1) 5.1. Introduction
- 5.2) 5.2. Individual learning
- 5.3) 5.3. Team learning
- 5.4) 5.4. Drivers of organizational learning: success or failure?
- 5.5) 5.5. Single-loop and double-loop learning
- 5.6) 5.6. Sensemaking
- 5.7) 5.7. Organizational learning frameworks
- 5.8) 5.8. Knowledge acquisition
- 5.9) 5.9. Information distribution
- 5.10) 5.10. Information interpretation
- 5.11) 5.11. Organizational memory
- 5.12) 5.12. Dynamic capabilities
- 5.13) 5.13. Absorptive capacity
- 5.14) 5.14. Politics and organizational learning
- 5.15) 5.15. Critique of organizational learning

6. 6. The Learning Organization

- 6.1) 6.1. Introduction
- 6.2) 6.2. US contribution: the fifth discipline
- 6.3) 6.3. UK contribution: the learning company
- 6.4) 6.4. Japanese contribution: the knowledge-creating company
- 6.5) 6.5. The competitive learning organization
- 6.6) 6.6. Power, politics and the learning organization
- 6.7) 6.7. Empirical research and the learning organization
- 6.8) 6.8. The learning organization and knowledge management

7. 7. Knowledge Management Tools: Component Technologies

- 7.1) 7.1. Introduction
- 7.2) 7.2. Organizing knowledge tools
- 7.3) 7.3. Capturing knowledge tools
- 7.4) 7.4. Evaluating knowledge
- 7.5) 7.5. Sharing knowledge
- 7.6) 7.6. Storing and presenting knowledge

8. 8. Knowledge Management Systems

- 8.1) 8.1. Introduction
- 8.2) 8.2. Systems thinking
- 8.3) 8.3. Drivers of KM systems: quality management processes
- 8.4) 8.4. Document management systems
- 8.5) 8.5. Decision support systems
- 8.6) 8.6. Group support systems
- 8.7) 8.7. Executive information systems
- 8.8) 8.8. Customer relationship management systems
- 8.9) 8.9. Economics of KM system

9. 9. Enabling Knowledge Contexts and Networks

- 9.1) 9.1. Introduction
- 9.2) 9.2. Understanding organizational culture and climate
- 9.3) 9.3. Norms, artefacts and symbols
- 9.4) 9.4. Values, beliefs, attitudes and assumptions
- 9.5) 9.5. Typologies of organizational culture
- 9.6) 9.6. Measuring organizational culture
- 9.7) 9.7. Creating knowledge-sharing cultures

9.8) 9.8. Cultural stickiness: developing communities of practice
9.9) 9.9. Knowledge across organizational boundaries

10. 10. Implementing Knowledge Management

10.1) 10.1. Introduction
10.2) 10.2. The nature of change
10.3) 10.3. Personal response to change
10.4) 10.4. Leadership and change
10.5) 10.5. Change management strategies
10.6) 10.6. Gaining commitment for change
10.7) 10.7. Employee involvement
10.8) 10.8. Training and development
10.9) 10.9. Reward and recognition
10.10) 10.10. Cultural change management
10.11) 10.11. Politics of change

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	10%	CLO1
	Group Project	Group project	30%	CLO3
	Test	Mid Term Test	20%	CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> Jashapara, Ashok 2011, <i>Knowledge Management: An Integrated Approach.</i>, Prentice Hall Harlow, Essex

Article/Paper List
This Course does not have any article/paper resources

Other References
<ul style="list-style-type: none"> n/a 1. Elias M. Awad, Hassan M. Ghaziri 2004, <i>Knowledge Management</i>, Prentice Hall, Boston n/a Chun, C.W. 1998, <i>The Knowing Organization: How Organizations Use Information to Construct Meaning, Create Knowledge, and Make Decisions</i> , Oxford University Press, New York