
School of Information Management

MMIM 503 Knowledge Management

Trimester 3 2012

COURSE OUTLINE

Names and Contact Details	
Course Coordinator:	Dr Jocelyn Cranefield Room 430, Rutherford House, Bunny Street, Wellington Ph:- 463 6887 Email: jocelyn.cranefield@vuw.ac.nz Appointments: If you would like to meet with me, please arrange a time and place via email or phone.
Programme Administrator:	Usha Varatharaju Room 520, Rutherford House, Bunny Street, Wellington Ph:- 463 5309 e-mail: usha.varatharaju@vuw.ac.nz
Trimester Dates:	Monday 19 November 2012 - Friday 15 February 2013 Monday 19th November – Friday 21st December 2012 Monday 7 th January - Friday 15 th February 2013
Class Times:	Tuesdays 5.40 –7.30p.m (Classes 1,3,5-12) Mondays 5.40 –7.30 p.m. (Classes 2&4)
Venue:	GB G05 (Government Buildings)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 30 November 2012.
2. The last date for withdrawal from this course is 25th January.

After the last date stated in #2, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Course Delivery

The first half of the course (Weeks 1-7) will consist of lectures, guest lectures and discussions facilitated by the course co-ordinator, designed to introduce students to KM theories, models as well as practical applications of KM. In the second half of the course, students will be required to explore a chosen aspect of KM more deeply, leading to a presentation and written assignment. Sessions 8-12 include student-led seminars (15 minutes per speaker, inclusive of discussion time and a brief quiz. Online discussions form an ongoing part of the course.

Group Work

This course involves group work (15% of the final grade). This work comprises a weekly online blog assignment that will be rotated amongst groups, requiring 2-3 hours per week.

Expected Workload

The course will take an estimated 150 hours. This includes weekly two-hour classes, ongoing reading, weekly blogging and preparation time, and time spread across the term and holiday period for working on the group and individual assignments. (You should expect to spend an average of 10 hours per week on the course in addition to attending lectures/seminars.)

Course Learning Objectives

This paper will present a holistic view of knowledge management. It will introduce important concepts of knowledge management (KM), and look at organizational and societal KM from a variety of perspectives, including HR, IT, personal, strategic, and general management. The implementation of KM in public sector and private organizations will be highlighted through discussion, case studies and guest speakers. Learning outcomes:

- Understand the basic concepts, models and theories of knowledge management and the practical implications of these in contemporary organizations and society (LO1);
- Identify the competitive need for knowledge in organizations and society (LO2);
- Understand current practices and challenges of knowledge management in its implementation in private and public sector organizations (LO3);
- Understand the role of IT in and be able to apply IT to knowledge management (LO4);
- Understand the effects of culture on the understanding of knowledge and the implementation of KM (LO5)

Course Content

Week	Date	Topic	Assessments Due		
1	20 Nov	Course overview; Role of KM in Organisations and society			
2	26 Nov	What is knowledge? Why manage it? Concepts, frameworks, context	Individual blogpost 1	Group blog: article summaries &	
3	27 Dec	Knowledge Creation & Transfer	Individual blogpost 2		
4	10 Dec	Knowledge Management & IT			
5	11 Dec	KM Strategy	Individual blogpost 3		
6	18 Dec	Implementing KM in Organisations	Case Study Analysis		
	24 Dec - 6 Jan	Mid trimester break			
7	8 Jan	Knowledge Economy & Society, KM Policy			
8	15 Jan	Se minar Collaborative KM (1): Communities & Networks	15 minutes	Individual blogpost 4	Gr ou p

Week	Date	Topic	Assessments Due
9	22 Jan	Collaborative KM (2): Web 2.0 KM Roles: leaders & brokers Culture & KM, knowledge governance Personal KM	Individual blogpost 5 Final Essay
10	29 Jan		
11	5 Feb		
12	12 Feb		

Readings

No textbook is required.

Recommended reading: Jashapara, A: Knowledge management: An Integrated Approach (Second edition, 2011), Prentice-Hall. (Several copies are available on close reserve in the Commerce Library.)

Readings will be made available to students either via Online Course Reserves (access this via the library home page) or Blackboard. Students are responsible for printing out readings.

Students will also be expected to seek out their own resources from the library (many KM books are on three-day reserve) and the Internet. In addition, at least one week prior to each seminar, links to the web will be activated on the Course Documents page under each week's module. These links will lead to articles on the topic to be discussed that week. Every student is required to read and explore the subject using the material provided, the web sites pointed to, and any print resources specified. Other books particularly relevant to this course have been placed on three-day loan in the commerce library.

Materials and Equipment

Students must have computer access. (This is provided in the SIM postgraduate lab RH507 – please contact Usha Varatharaju for room access details.)

Mandatory Course Requirements

Attendance and Class Contribution

To meet terms, students are expected to attend at least nine of the twelve sessions and participate both in class and in on-line forums (all course objectives). Please notify the course co-ordinator, Jocelyn Cranefield, in advance if you are unable to attend a class.

To pass the course, you must gain a weighted average of 50% across all assignments. To obtain a fair distribution of marks relative to assignment difficulty, scaling of marks may be employed on some or all assessments.

Assessment Requirements

Learning will be by lecture/seminar, individual and team work. Students are expected to devote approximately 10 hours per week (in addition to class time) to this course in order to make satisfactory progress. A summary of assessment requirements follows. Full details of the course assignments and assessment criteria will be handed out in class and posted on Blackboard.

Group blog posts – KM article summaries, reviews & discussion (15%) LO 1-5
19 November -12 February (weekly work rotated amongst groups)

Each group will post a brief summary (200 words) and review (50-70 words) of two assigned course readings to the class blog, add classification tags, and initiate and facilitate an online discussion about these readings. (This will be rotated so that each group reviews articles and hosts discussions about them twice during the course.) The summary and review must be posted to the blog URL by 5p.m. on the Sunday prior to each class, so there is time for other class members to engage in the discussion.

NOTE: The group blog is visible to all the class, but is not able to be reached using search engines. It will be referred to in weekly sessions. All individuals are encouraged to make use of these summaries and to participate in the online discussions as part of their weekly class preparation.

Personal KM Reflections and Initiatives (20%) LO 1-5

Ongoing to 12 February

Each student will keep a private online diary (a personal weblog on Blackboard) in which they will record their reflections on weekly readings, class topics and discussions, and thoughts on personal and/or organisational KM initiatives related to these topics. The objective is to critically reflect on KM concepts and to apply these ideas to familiar organisational, community and/or personal contexts. Any books and readings found for essay assignments should be referred to and briefly discussed.

NOTE: These blogs are private, can only be viewed by the lecturer, and will not be referred to without students' prior permission. Each student must write at least five posts. The total mark will be based on the best four posts.

Individual Assignment 1: Case Study Analysis (20%) LO 1, 3, 4, 5

Due 18th December 5.30 p.m.

A written analysis of a knowledge management case study, requiring problem identification and framing of solutions. The case study and questions will be made available in week 2 of the course. Word count – approximately 2000 words.

Individual Assignment 2: Seminar Presentation (10%) LO 1,3

Each student will give a 10-minute presentation on a KM theme, drawing on research literature relating to a weekly theme, and facilitate a 5-minute discussion on related issues (Sessions 8-12).

Individual Assignment 3: Essay (25%) LO 1-5

Due on or before Friday 15th February 5.30 p.m. A 3000-word research paper on a chosen topic. This paper must be well written to academic standards. The topic must be approved by the course co-ordinator. Topic areas include, but are not limited to: The Role of ICT in KM, KM in the Organization, Knowledge Governance, Managing Knowledge Brokers, Web 2.0 and Knowledge Management, The Knowledge Society, Personal KM, KM Research, Culture and KM, Public sector KM etc.

Individual Class & Blog Participation (10%) LO 1,3

This mark is based on active and rich contribution to the face-to-face and the weekly online blog discussions that are initiated by groups, as well as demonstrated familiarity with the course readings/content and the critical application of KM theories/terms/models in these discussions.

Feedback on assessments

- Individual blogposts will be assessed within one week of posting (via online comments on the private blogs.) Selected students may be asked for permission to share a post anonymously, as examples of effective reflection. This is optional.
- The group blogposts/discussions (two sets of blog activity per group) will be marked in two rounds – the first mark will be available at the first class after the break, and on Blackboard. The second mark will be available at the end of February.

- The case study analysis will be marked according to the marking rubric supplied on Blackboard. It will be returned to students with comments (and the mark will be posted on Blackboard) at the first class after the Christmas break (January 6).
- The final written essay and the individual participation will be marked according to the marking rubric on Blackboard. The grades and feedback will be available by the end of February 2012.

Grading standards

Letter Grade	Number grade	Approx Dist'n *	Simple Description	More Complete Description**
A+	Over 84	4%	Outstanding	Far exceeds requirements, flawless, creative
A	80-84	10%	Excellent	Polished, original, demonstrating mastery
A-	75-79	14%	Very Good	Some originality, exceeds all requirements
B+	70-74	22%	Good	Exceeds requirements in some respects
B	65-69	26%	Satisfactory	Fulfils requirements in general
B-	60-64	18%	Acceptable	Only minor flaws. Unoriginal
C+	55-59	4%	Pass	Mistakes, recapitulation of course material
C	50-54	2%	Minimum pass	Serious mistakes or deficiencies
D	40-49	1%	Unacceptable	Little understanding, poor performance
E	00-39	1%	Fail	Below the minimum required

* This is the hypothetical percentage of students that would attain the various levels of performance, over several repetitions of the course, under similar conditions. It is recognised that the distribution in a particular course, particularly with small enrolment, may differ markedly from the long-term distribution.

** The lecturer will develop a more complete or specific description of the meaning of the various levels of performance based upon the specific nature of the assessment in a course. For example, performance may be determined by the qualities of a written report, a classroom presentation, or work in a group project. The words used to describe these kinds of assessments will obviously vary.

Format of assignments

Assignments must be submitted via e-mail to the Course Coordinator as Word or PDF documents. (PDFs must support character recognition for use in conjunction with Turnitin.) They should be computer-formatted, 12pt font, 1.5 line spacing. Appendix material does not count toward the required assignment length.

Penalties

In keeping with standards of professionalism appropriate to this programme, it is expected that deadlines will be honoured. In fairness to students who complete work on time, written work submitted after the due date/ time will incur penalties for lateness. The penalty is up to 5% of the report's grade per day (or part thereof) late. Unusual or unforeseeable circumstances (e.g. serious illness, family bereavement) may lead to a waiver of this penalty but need to be discussed with the paper coordinator as soon as possible. Word limits should be adhered to (within 5% of stated limit).

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Examinations

There is no final examination for this course. Course grades will be derived from the assessment items identified above.

Communication of Additional Information

Additional course information will be conveyed to students in class, by email or by posting the information to the course Blackboard site. Please monitor your email and the course Blackboard regularly.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.