



Course Specifications

Course Title:	Knowledge Management
Course Code:	HRMT 442
Program:	Bachelor of Business Administration
Department:	Business Administration
College:	College of Business Administration
Institution:	Jazan University

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A. Course Identification

1. Credit hours:	3 hours per week
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> <input type="checkbox"/>
b.	Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	Level 8
4. Pre-requisites for this course (if any):	Nil
5. Co-requisites for this course (if any):	N/A

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify) Final Exams	
	Total	33

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on how knowledge is created, captured, represented, stored and reused so as to fully leverage the intellectual assets of a firm. The tools and techniques for knowledge acquisition, assessment, evaluation, management, organization and dissemination are applied to business situations. Topics include knowledge generation, knowledge coordination and codification, knowledge transfer and reuse, technologies and knowledge management and knowledge management strategies. The goal is to enable you to learn about this practice in the context of managing the design, development and operation of information technologies that can facilitate KM.

2. Course Main Objective

This course is about identifying the need for knowledge management for implementing and managing process through to successful outcomes. Upon satisfactory completion of this course, students will:

- Analyze the role of knowledge management in attainment of financial objectives, quality and process improvement, and innovation.
- Apply knowledge management models and technologies to business situations.
- Use a knowledge management system for an organization.
- Create a knowledge management plan to leverage opportunities to create, capture, represent and share knowledge within an organization.
- To acquaint the students with the developments, techniques and tools in the emerging era of knowledge management and how knowledge based organization can plan, design and implement a knowledge management system to support its business strategy and derive competitive advantages.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe underlying concepts, theory and tools taught in the core curriculum related to practices of business.	K1
1.2	Demonstrate the ability to become an entrepreneur or able to contribute to the realization of entrepreneurs' business approach.	K2
1.3	Interpret the recent trends and relevant factors that influence the decision making in business world.	K1
2	Skills:	
2.1	Apply appropriate techniques for solving complex business problems.	S1
2.2	Design business plan for various industries according to local and global business context.	S1
2.3	Evaluate the performance of business strategies linked with stated goals.	S2
2.4	Communicate effectively in a variety of professional context.	S2
3	Values:	
3.1	Engage in lifelong learning skills to serve the community on economic and social issues.	V2
3.2	Collaborate in a team to manage contemporary business projects to serve the community needs.	V2

C. Course Content

No	List of Topics	Contact Hours
1	Unit 1. Introduction to Knowledge Management (KM): Introduction, what is KM, data, information, knowledge, multidisciplinary nature of KM, brief history of KM.	3
2	Unit 1. Introduction to Knowledge Management (KM): Types of KM, dimension of KM, interaction between types of KM.	3
0	Students Self Study	0
3	Unit 2. Knowledge Management Techniques and Life Cycle: Key KM techniques, KM life cycle.	3
4	Unit 2. Knowledge Management Techniques and Life: Understanding episodes, acquisition, knowledge, integration, broadcasting, searching, teaching, sharing.	3
5	Revision & Mid Term Exam	3
0	Students Self Study	0
6	Unit 3. Knowledge Management Models: KM model, Nonaka and Takeuchi model,	3
7	Unit 3. Knowledge Management Models: Wiig model, Kakabadse model, Boisot model,	3
8	Unit 3. Knowledge Management Models: KM rationale, applications (individuals, communities, organizations), knowledge reuse, innovation reuse.	3
0	Students Self Study	0
9	Unit 4. KM Strategy, Metrics and Future Challenges: KM initiative,KM strategy road map, map for success, knowledge audit.	3
10	Unit 4. KM Strategy, Metrics and Future Challenges: KM metrics, benchmarking, balanced scorecard, house of quality method, building business case, future challenges.	3
11	Revision of All Units	3
Total		33

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	The class sessions will be devoted to clarifying and covering topics from the text. So, students should read the material twice, both before and after we discuss it in class, and then do the assigned	<ul style="list-style-type: none"> ✓ Lectures ✓ Data show presentation ✓ E-videos (Moodle) 	Any assigned material, whether is covered in class or appear on a test through: <ul style="list-style-type: none"> ✓ MCQ ✓ Short answer questions

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	problems.		Assignments ✓ Quizzes
		•	•
2.0	Skills		
2.1	Students will be able to design and administer information that address knowledge, issues and problems significant to the knowledge management.	✓ Presentation and small group discussion	✓ Problem solving questions Assignments ✓ Peer evaluation from their colleagues (students)
		•	•
3.0	Values		
3.1	Students will be able to conduct presentation (by group) that addresses one topic relevant to the knowledge management. Student will be able to learn autonomously, how complete their tasks without instruction and analyze how operations strategy, and managerial decision making.	✓ Research project development ✓ Case studies	✓ Research assignment or problem solving questions ✓ Case study assignment

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid Term Exam	Week 5 - 7	30%
2	Quiz	Week 9, 10	10%
3	Assignment	Weeks 4-10	5%
4	Class Participation, Attendance	Course Completion	5%
5	Final assessment	-	50%
6	Total		100%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Beside to the existence of a unit for academic counseling for students, there is the academic counseling provided by the faculty member for students. Academic counseling is located in faculty/ teacher office`s. Students can get advisee through faculty office hours or schedule individual appointments. So, to ensure a counselor is available, students are encouraged to make an appointment.

Regardless of the diversity of the students and advisors, some of helps, teacher provides of students are:

- Helps student on the issues of curriculum e.g. courses registration and major/minor field

selection to meet career goals.

- Helps students solve problems affecting their academic progress.
- Assists in developing communication skills and explanation of their responsibility as students.
- Assist of students in a personal manner, to solve some of the problems faced (family problems, financial circumstances etc.)

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Chris Collison & Geoff Parcell Learning to Fly: Practical Knowledge Management from Leading and Learning Organizations, 2012
Essential References Materials	Thomas A. Stewart, The Wealth of Knowledge: Intellectual Capital and the Twenty-first Century Organization. 2010
Electronic Materials	<ul style="list-style-type: none"> • http://www.emeraldinsight.com/insight • http://www.humancapitalonline.com
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms to facilitate student engagement, collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> • Movable tables and chairs conducive to group discussion and group work. • Good lighting control.
Technology Resources (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> - Smart classroom equipment including data show. - Instructor station with Tablet PC-like technology. - Multiple electronic display surfaces (LCD projectors, etc.). - Reliable network connectivity. - Laptop connection for instructor and student hook ups. - Electrical Outlets.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment.	Students	Direct <ul style="list-style-type: none"> Complete the Student Survey
Class participation and attendance	Teacher	Direct, Indirect <ul style="list-style-type: none"> Scientific reference and logical dialogue. Attendance sheet (electronic reporting)
Quizzes & Examinations	Teacher	Direct <ul style="list-style-type: none"> Student Grades sheet
Oral Presentation <ul style="list-style-type: none"> Individual Team (group) 	Teacher & members of group (peer)	Direct, Indirect <ul style="list-style-type: none"> Literal in providing scientific material in front of students, including content of the subject, abundance, accuracy and clarity of information. Further, was there teamwork between the members of the group?
Extent of achievement of course learning	Program Leaders & Students	Direct, Indirect <ul style="list-style-type: none"> Complete the Student Survey. Others (Deanship Academic Development & Vice Dean for Quality and Development – Business Administration College)
Quality of learning resources	Program Leaders, Teacher & Students	Direct, Indirect <ul style="list-style-type: none"> Complete the Student Survey. Others (Deanship Academic Development & Vice Dean for Quality and Development – Business Administration College)
Lectures (face-to-face in the classroom), e.g. theoretical background, explanation and basic example, how are taught.	Students & Program Leaders	Direct, Indirect <ul style="list-style-type: none"> Complete the Student Survey. Others (Deanship Academic Development & Vice Dean for Quality and Development – Business Administration College)

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	2301-09-HRMT442
Date	13/10/2022