



# Course Specification

— (Bachelor)

Course Title: <b>Knowledge Management</b>
Course Code: <b>HRMT 442</b>
Program: <b>Bachelor in Business Administration</b>
Department: <b>Business and Marketing</b>
College: <b>College of Business</b>
Institution: <b>Jazan University</b>
Version: <i>Course Specification Version Number</i>
Last Revision Date: <i>Pick Revision Date.</i>

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## A. General information about the course:

### 1. Course Identification

1. Credit hours: ( 3 )

#### 2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: ( 12<sup>th</sup> level/4<sup>th</sup> year)

#### 4. Course general 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.

#### 5. Pre-requirements for this course (if any):

N/A

#### 6. Co-requisites for this course (if any):

N/A

#### 7. Course Main Objective(s):

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.

## 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>● Traditional classroom</li> <li>● E-learning</li> </ul>		
4	Distance learning		

## 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe underlying concepts, theory and tools taught in the core curriculum related to practices of business.	K1	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
1.2	Demonstrate the ability to become an entrepreneur or able to contribute to the realization of entrepreneurs' business approach.	K2	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
1.3	Interpret the recent trends and relevant factors that influence the decision making in business world.		<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
2.0	Skills			
2.1	Apply appropriate techniques for solving complex business problems.	S1	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Individual Assignments</li> <li>■ Group Assignment</li> </ul>



Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
			<ul style="list-style-type: none"> <li>Pair and group discussions</li> </ul>	
2.2	Design business plan for various industries according to local and global business context.	S3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignment</li> <li>Group Assignment</li> </ul>
2.3	Evaluate the performance of business strategies linked with stated goals.	S3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignment</li> <li>Group Assignment</li> </ul>
2.4				
3.0	Values, autonomy, and responsibility			
3.1	Engage in lifelong learning skills to serve the community on economic and social issues.	V2	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
3.2	Collaborate in a team to manage contemporary business projects to serve the community needs.	V1	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> </ul>





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
			discussions and activities	■ Group Assignment
...				

### 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
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
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
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. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12&13	50%

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Chris Collison & Geoff Parcell Learning to Fly: Practical Knowledge Management from Leading and Learning Organizations, 2012
Supportive References	Thomas A. Stewart, The Wealth of Knowledge: Intellectual Capital and the Twenty-first Century Organization. 2010
Electronic Materials	<a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a> <a href="http://www.humancapitalonline.com">http://www.humancapitalonline.com</a>
Other Learning Materials	

### 2. Required Facilities and equipment

Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> <li>■ Movable tables and chairs conducive to group discussion and group work.</li> <li>■ Good lighting control.</li> </ul>
<b>Technology equipment</b> (projector, smart board, software)	<ul style="list-style-type: none"> <li>■ Smart classroom equipment including data show.</li> <li>■ Instructor station with Tablet PC-like technology.</li> <li>■ Multiple electronic display surfaces (LCD projectors, etc.).</li> <li>■ Reliable network connectivity.</li> <li>■ Laptop connection for instructor and student hook ups.</li> <li>■ Electrical Outlets.</li> </ul>
<b>Other equipment</b> (depending on the nature of the specialty)	





## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## G. Specification Approval

<b>COUNCIL /COMMITTEE</b>	<b>SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING</b>
<b>REFERENCE NO.</b>	<b>2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3</b>
<b>DATE</b>	<b>12-09-2024</b>