



SYLLABUS "KNOWLEDGE MANAGEMENT"

Lecturer (name, academic title, e-mail): Kristina Drokina, Senior Lecturer, Candidate of Science in Economics, e-mail: kvdrokina@sfedu.ru

Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

Semester when the course unit is delivered: 3rd

Level of course unit: Master's level

ECTS credits: 4

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Modern Management Technologies;
- Decision Making Methods.

COURSE OBJECTIVES (AIMS)

- to know modern approaches to knowledge management in the enterprise;
- to be able to form business development targets, model enterprise development scenarios in the field of knowledge management;
- to possess the conceptual and terminological apparatus used in the knowledge management system;
- to form an idea of current trends and current problems in the field of knowledge management;
- to have the knowledge and skills necessary for setting and practical solutions to current knowledge management problems;
- to form an idea of the principles, methods, and technologies of knowledge management.

COURSE CONTENTS

Module 1. Theoretical foundations of knowledge management.

Session 1. Knowledge management in the post-industrial economy the knowledge-based Economy, its pillars: institutional structure, innovation system, education and training, information infrastructure. Conditions and factors of the formation of the knowledge economy, its characteristics and basic assessment indicators. Features of knowledge as a resource. Basic properties of the "knowledge" concept. The classification of knowledge.

Session 2. The knowledge in the conditions of modern enterprises. Data,



information, and knowledge. The main differences between knowledge and information. Ways to turn information into knowledge. Individual and organizational knowledge. Characteristics and features of knowledge as an object of management. The concept of "knowledge management". Aspects of knowledge management.

Session 3. Intangible assets of the enterprise. Tangible and intangible resources and assets of the organization. The concept of "intellectual capital". Structure of intellectual capital. Human capital: essence, structure, evaluation criteria. Investment in human capital. Organizational capital. Client capital: the essence and internal structure. Intellectual property. The main institutions of law and the General principles of the protection of intellectual property rights. Legislation of the Russian Federation in the field of intellectual property. Intellectual property institutions in Russia. Differences between physical and intellectual capital. Problems of measuring intellectual capital. Methods for assessing intellectual capital.

Session 4-5. Enterprise knowledge management System. Goals and objectives of the knowledge management system in the organization. Knowledge management infrastructure. Culture of knowledge. Knowledge technology. Stages of creating a knowledge management system. External and internal sources of knowledge. Communicative and textual methods of obtaining knowledge management System of Russian companies. Knowledge management divisions. Director of knowledge management: mission, functions and quality. Features and functions of IT and HR departments. The role of specialists in the knowledge management system.

Module 2. Practical application and assessment of knowledge management.

Session 6. Strategies and methods for transforming and disseminating implicit knowledge. The spread of tacit knowledge. Mentoring. Coaching. Storytelling: concept, functions. The practice of applying knowledge dissemination technologies in advanced countries. Learning organization: concept and principles. Main characteristics of the learning organization. Organizational culture as one of the key factors in knowledge management. Culture of knowledge. Benchmarking: concept, types and stages. Modern benchmarking practice in developed countries and its application in Russia.

Session 7. Knowledge audit and development of a knowledge map. The concept of "knowledge audit". Meaning, goals and objectives of knowledge audit. Knowledge audit issues. Methods of knowledge audit: questionnaires, tests, oral interviews. A method for creating a special communication environment. The main stages of the knowledge audit. Knowledge maps. The main types of knowledge maps are process-oriented, conceptual (taxonomies), and competence maps. Knowledge audit for CRM. Practice of applying knowledge audit and knowledge maps in Russia and abroad.

Session 8. Information support of knowledge management processes. Data and knowledge repositories (databases and knowledge): principles of construction and management. The role and application of information technologies in knowledge management. . Electronic business management. Types and functions of information



technologies. Enterprise resource planning systems-ERP. Customer relationship management systems-CRM. The system of information support of analytical activities, BI. Intra-company communication systems-ICE. Data mining tools. Methods of Data Mining (DM), post-processing of data and interpretation of the obtained results. CRM as a computer program and technology of the company's work.

LEARNING OUTCOMES

Knowledge:

- of modern approaches to knowledge management in the enterprise, an idea of current trends and current problems in the field of knowledge management.

Abilities:

- to form business development targets, model enterprise development scenarios in the field of knowledge management; to possess the conceptual and terminological apparatus used in the knowledge management system.

Skills:

- for setting and practical solutions to current knowledge management problems; to form an idea of the principles, methods, and technologies of knowledge management.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Educational technologies used in the study of the discipline provide for the use of active and interactive forms of classes in the educational process, namely:

- method of problem presentation of the material, both by the lecturer and the student;
- independent reading by students of educational, methodical and reference literature and subsequent free discussions on the material they have mastered;
- use of illustrative material focused on the use of multimedia presentation equipment;
- preparation for practical classes;
- preparation of individual tasks based on the proposed examples.

When submitting lectures and practical material, electronic and multimedia means of presenting information on the course are used (electronic version of the lecture notes, presentations for lectures and material for individual works).

When implementing educational work, such types of active and interactive forms of classes are used, such as participation in lectures and discussions, individual tasks.

The lecture course contains mainly theoretical material that reflects the current state of scientific concepts on this topic and is supported by explanations and comments on specific application examples of implementation.

Practical classes are held in the form of analysis of practical examples, discussion of typical problem situations and testing.



Independent work is aimed at developing an understanding of the application of the materials considered in the framework of the theoretical course in the practical aspect when solving professional tasks.

Forms of control: written survey, individual tasks, testing.

Intermediate certification: exam.

ASSESSMENT METHODS AND CRITERIA

Evaluation criteria:

Written survey

The maximum number of points that a student can get for one such task in each module is 10.

- Rating 8-10 points will be billed to the student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations. The correct answers to questions are given.

- Grade 6-8 points exhibited a student if prepared a detailed response to the prepared questions the relevance of the issue, the problems and themes, the learners' opinion reasoned, conclusions and recommendations, however, the answers to the questions of the teacher unreasoned and inadequate.

- A score of 4-6 points is given to the student if the answer to the questions is prepared, the relevance of the question, problem and topic is formulated, but the student's opinion is not sufficiently reasoned, incomplete conclusions and recommendations are made. The answers to the teacher's questions are undocumented and insufficient.

- Rating 3-6 points the student is exposed if the prepared response to the questions insufficiently formulated the relevance of the issue, problem and topics, the learners' opinion insufficiently reasoned, made incomplete conclusions and recommendations. The answers to the questions do not correspond to the subject of the question.

- Score 0-3 points is assigned to the student if the answer to the question is not prepared, or the answers given to them do not reveal the essence of the questions and the problem. The student is not able to draw reasonable conclusions. The answers to the teacher's questions are not given to the students.

Individual tasks

The maximum number of points is 10 (1 per module).

- Score 9-10 points: The problem is clearly identified and its relevance is justified, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a



complete understanding of the problem described, correct answers to all questions on the topic are given.

- Score 6-8 points: The problem is not clearly defined, there is a justification for its relevance, the goal is formulated, and the research tasks are defined. The analysis of the problem with the involvement of several sources of literature, logically stated their own position, formulated conclusions, the topic is fully disclosed, links to sources from the list of references are indicated. The student demonstrates a significant understanding of the problem, not all questions are answered, or the answers are incomplete

- Score 3-5 points: The relevance of the problem is not sufficiently substantiated, the purpose and objectives of the study are not formulated. The analysis of the problem was carried out on a single source of literature, there are no conclusions, the topic is not fully disclosed. The student demonstrates a partial understanding of the problem, answers only basic questions.

- Score 0-2 points: There is clearly no justification for the relevance of the problem, the purpose and objectives of the study. The topic is not disclosed, and the requirements for the task are not met. The student demonstrates a lack of understanding of the problem, no answers to questions or incorrect answers.

Test

The test results are evaluated using a point system (0,5 points for each correct answer to a question). Number of points for 2 modules on tests: up to 20 points (for each module up to 10).

9-10 - The percentage of points received from their total number is equal to or exceeds 85% (excellent);

7-8- The percentage of points gained from their total number is in the range from 65 to 84% (good);

6 - The percentage of points received from their total number is in the range from 55 to 64% (satisfactory);

0-5 - The percentage of points received from their total number is less than 55% (unsatisfactory).

Exam

The maximum score for an exam is 40 points.

Part 1-written answer (20 points) for answers to 2 questions in the ticket (10 points for 1 question).

Part 2-oral answer (20 points) to questions (10 points for 1 question).

An “excellent” grade is given to a student, if he demonstrates full understanding of the issue mentioned in the questions.

A “good” grade is given to a student, if he demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he gives a “satisfactory” grade for answering the second question.



A “satisfactory” grade is given to a student, if he does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he does not answer the second question, an “unsatisfactory” grade is given.

An “unsatisfactory” grade is given to a student, if he demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Isayev G. N. Information System Quality Management: a Theoretical approach: монография / G.N. Isayev - Ппара: Animedia Company, 2019. - 290 с. <http://biblioclub.ru/index.php?page=book&id=562669>
2. Dolyatovsky V. A. knowledge Management: textbook / V. A. Dolyatovsky; Ministry of education and science of the Russian Federation; Rostov state University of Economics (RINH) - Rostov-on-don: Publishing and printing complex of RSEU (RINH), 2018. - 251 p. <http://biblioclub.ru/index.php?page=bookandid=567667>
3. Product quality management in international corporations: workshop -:: NCFU, 2016. - 167 p. <http://biblioclub.ru/index.php?page=bookandid=459317>
4. E. V. Vorontsov knowledge Management: textbook / E. V. Vorontsov-Minsk: Higher school, 2016. - 352 p. <http://biblioclub.ru/index.php?page=book&id=560869>
5. The strategy of knowledge management and intellectual capital is influenced by informal institutions: monograph / N. R. Kulichevskaya, I. S. Pelym, I. A. Galaznik, I. M. Chernenko - Moscow: Creative economy, 20 18. - 326 p. <http://biblioclub.ru/index.php?page=book&id=498967>