Knowledge Management

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Modulnummer	Workload	Credits	Häufigkeit des Angebots	Dauer
31831	300 h	10	jedes Semester	1 Semester

1 Lehrveranstaltungen

Einheit	Titel Einheit	Workload
1	Foundations	60 h
2	Content Management	60 h
3	Community Management & Collaboration	60 h
4	Competence Management	60 h
5	Selected Technological Aspects	60 h

2 Lernergebnisse (learning outcomes) / Kompetenzen

U 1: Students possess a fundamental understanding of knowledge management (KM). This comprises relevant definitions and the important KM action fields. They also understand the concept of KM as a competitive advantage and why it is difficult to generate and retain knowledge in organizations. Furthermore, students know the key factors contributing to organizational KM success.

U2: Students understand the concept behind content management (CM). This comprises the CM life cycle and its processes creation, classification, publication, use, revision, harvesting and syndication, and archiving. Students grasp the concepts of organizational roles and CM success. Furthermore, students know the functions of content management systems (CMS) and the underlying architecture. As a result, students have a comprehensive understanding of the action field content, the basic principles of CM and CMS, and how they range in the KM architecture introduced in the first unit.

U 3: Students understand the concepts behind community management and collaboration. Students will not only know the concepts of computer-supported cooperative work (CSCW) and Enterprise 2.0, but also be able to identify similarities and differences between these paradigms. Furthermore, students internalize the development, architecture and examples of community management systems. As a result, students have a comprehensive understanding of the action field collaboration, the basic principles of collaboration and community management systems, and how they range in the KM architecture introduced in the first unit.

U 4: Students will grasp competence management from three different perspectives. First, they will recognize organizational core competences as the collective resources, knowledge and routines from which a company derives its competitiveness are elaborated on. Second, students comprehend individual competence management, which refers to the continuous process of competence identification and development, where individual competences are regarded as an ongoing accomplishment. Third, they understand the role and the design of competence management systems and how these aid in individual competence assessment and development. As a result, students have a comprehensive understanding of the action field competence, the basic principles of competence management and competence management systems, and how they range in the KM architecture introduced in the first unit.

U 5: Students possess a fundamental understanding of text mining and semantic technologies used to retrieve information as well as for information structuring and classification. They know foundations, potential benefits, requirements and limitations of the methods to contrast and discuss them. As a result, students have a comprehensive understanding on text mining and semantic technologies as well as of the classification and retrieval process, which was introduced in unit 2 on content management, as well as the processes of the orientation pillar introduced in unit 1.

3 Inhalte

Foundations

The introductory unit provides the basic definitions of knowledge, information, information object, and knowledge management. Three layers of a KM architecture are introduced and elaborated on: strategy, processes, and systems. Additionally, the four KM action fields (content, collaboration, competence, culture) as a basis for the further units are explained. Then, basic KM processes, KM strategy, and KM success (by illustrating typical goals, critical success factors, key performance indicators as well as frameworks and models for assessment) are discussed. Eventually, the roles of culture and organization supporting successful KM are examined and an organizational model for supporting KM is presented.

Content Management

The second unit provides an introduction and the definition of content management (CM) and content management systems (CMS). It explains processes, roles and measurements of success concerning CM. Each process in the CM life cycle is introduced accordingly and the purpose behind it explained in detail. Then, roles in CM are presented and elaborated on. The first part concludes with a section on measuring CM success, including the according critical success factors and key performance indicators. The second part is dedicated to CMS and respective applications. The underlying CM architecture is explained, and functions of CMS are clustered and analyzed. Eventually, examples of CMS are presented and elucidated.

Community Management & Collaboration

The third unit aims at providing an overview of concept and the corresponding IT in the context of community management activities and collaboration. The first part describes the background and principles of communities as a secondary organizational structure. Drawing on this, the concepts of computer-supported cooperative work (CSCW) and Enterprise 2.0 are explained by stating the underlying principles and supported processes as well as by showcasing the differences and similarities of both paradigms. Additionally, the architecture, historical development and various types of community management systems are introduced. The final part of this unit presents a research paper on introducing an enterprise social media platform as a community management system within an organization.

Competence Management

The fourth unit’s objective is to give students a comprehensive overview of competence management in organizations. This comprises both theoretical fundamentals as well as practical examples and recommendations. In particular, it introduces organizational core competences from a theoretical perspective and outlines different methods for an individual competence management approach. These methods are introduced along with practical examples and are therefore helpful to illustrate organizational approaches towards assessing and developing individual competences. Furthermore, the unit provides students with an overview of the architecture and functions of competence management systems for individual competence management in organizations. It also introduces design principles for competence management systems as well as recent developments in e-learning systems. Eventually, the unit closes with a research paper on the effectiveness of such systems and the specific role of learner control.

Selected Technological Aspects

The objective of the fifth unit is to provide an overview of text mining and semantic technologies used to retrieve information as well as for information structuring and classification. For both technological approaches, foundations, potential benefits, requirements, and limitations are provided and contrasted. Eventually, the methods will be evaluated and discussed. As a result, students will have a comprehensive understanding on text mining and semantic technologies and will have an in-depth understanding of the classification and retrieval process which was introduced in unit 2 on content management as well as selected processes of the orientation pillar introduced in unit 1.

4	**Lehrformen** Fernstudium mit Betreuung, zeitlich und räumlich flexibel, mit folgenden Elementen: – didaktisch aufbereiteter Studientext mit Übungsaufgaben und Beispielen – virtuelle Gastvorlesung zu aktuellen Themen des Knowledge Management – regelmäßige virtuelle Wiederholungssitzungen („Recap Sessions“) zu den Inhalten der Moduleinheiten – Moodle-Lernumgebung mit zusätzlichen Vorlesungs- und Übungselementen (u.a. synchrone Sprechstunden, regelmäßige Beantwortung von Fragen, Zurverfügungstellung von Selbstlernkontrollaufgaben und Altklausuren in Moodle sowie virtuelle Semester- und Klausurvorbereitungen)
5	**Teilnahmevoraussetzungen** Formal: Gemäß Prüfungsordnung des jeweiligen Studienganges Inhaltlich: Lehre und Prüfung erfolgen in englischer Sprache. Entsprechende Sprachkenntnisse sind zwingend notwendig. Ansonsten sind keine speziellen Voraussetzungen erforderlich.
6	**Prüfungsformen** Zweistündige Abschlussklausur, die in englischer Sprache gestellt wird und in englischer oder deutscher Sprache absolviert werden kann. Im Rahmen der freiwilligen Bearbeitung einer Knowledge-Management-Aufgabe (üblicherweise in Form eines Essays) können Bonuspunkte in Höhe von maximal 10% der Gesamtmodulpunkte zur Verbesserung des Gesamtergebnisses der Modulabschlussprüfung erworben werden. Weitere Informationen werden über den Moodle-Kurs und in der Semester-Kick-off-Veranstaltung bekannt gegeben.
7	**Voraussetzungen für die Vergabe von Kreditpunkten** Die Leistungspunkte werden vergeben, wenn die Abschlussklausur bestanden worden ist. Voraussetzung für die Teilnahme an der Abschlussklausur ist das Bestehen mindestens einer von zwei Einsendearbeiten. Die Einsendearbeiten werden in englischer Sprache gestellt.
8	**Verwendung des Moduls** Bachelorstudiengang Wirtschaftswissenschaft Bachelorstudiengang Wirtschaftsinformatik Masterstudiengang Wirtschaftswissenschaft Masterstudiengang Wirtschaftsinformatik Masterstudiengang Wirtschaftswissenschaft für Ingenieur/-innen und Naturwissenschaftler/-innen Akademiestudium
9	**Stellenwert der Note für die Endnote** Gemäß Prüfungsordnung des jeweiligen Studienganges
10	**Modulbeauftragte/r und hauptamtlich Lehrende** Univ.-Prof. Dr. Stefan Smolnik
11	**Sonstige Informationen** Integraler Bestandteil dieses Kurses ist eine virtuelle Lernumgebung (https://moodle.fernuni-hagen.de).