

Óbuda University Keleti Faculty of Business and Management		Institute of Enterprise Management		
Number of credits: 3		Course code: GVMIN11MNC		
Name of the Course: <i>Information and Knowledge Strategy</i>				
Name of the Leading teacher / course responsible: Jolán Velencei				
Number of lessons/week: 2	seminar: 1	Lab practice: 1	indoor practice:	consultation:
Course description				
<p>The effective use of human assets is critical to organizational success. We have to find, transfer and share it. The subject is appropriate for students who enjoy problem-solving and are enthusiastic about the strategic potential of social media and networking applications in the workplace.</p> <p>The aim of the subject are to</p> <ul style="list-style-type: none"> • overview the importance of IKS in business • understand the importance of community of practice • develop taxonomies to construct knowledge from existing concepts • demonstrate the construction of the Content Map • make self-reflections 				
Number of week (consultation)	Topic			
1.	IDENTIFYING THE MAIN TOPICS Introduce students to the key concepts and prepare them the work in Computer Lab. Discussing about learning materials and assessment.			
2.	working in Computer Lab Searching the Web, focusing on the most significant thinkers. (www.thinkers50.com). According to the constructivist pedagogy the students' previous knowledge determines what they find.			
3.	UNDERSTANDING THE CONCEPT OF KNOWLEDGE Overview the three types of knowledge, highlight the relationship between individual tacit knowledge and bounded awareness in decision making.			
4.	working in Computer Lab Network learning; decide how student can use Social Media to share their knowledge.			
5.	COMMUNITIES OF PRACTISE It brings people together, often from different departments, to share ideas. This methodology involves the process of sharing tacit knowledge and development of informal networking.			
6.	working in Computer Lab Preparing a 500-word reflective essay on Etienne Wenger s Home page. The specific writing prompt will be generated from discussions about this page.			
7.	„A WHOLE NEW MIND” The future belongs to a very different kind of person with a very different kind of mind. The six fundamental aptitudes outlined by Daniel Pink.			
8.	working in Computer Lab Searching the Web, focusing on Dan Pink s Home page.			
9.	KNOWLEDGE VISUALIZATION Design and implement a useable taxonomy, high quality categorization to able to find needed knowledge.			
10.	working in Computer Lab Searching the Web, focusing on the tools of visualization. Discussing about the common feature of tools.			
11.	LEARNING ORGANIZATION Improving organizational learning with concept maps. Case studies will be presented and discussed collectively.			
12.	working in Computer Lab Drawing Cmaps; a concept map is a graphical representation where nodes represent concepts, and links represent the relationships between concepts.			
13.	WRAPPING IT UP AND TAKING IT HOME Summarizing the ways in which students can take this subject messages home and become better Knowledge Worker over the long term.			
14.	working in Computer Lab Presentations and assessment of concept maps; drawing Cmaps provides to understand the whole process of design, implementation and maintenance of a company-wide taxonomy. Presentations are helpful to verbalize experiences and how to analyze them.			

Required literature:

- McInerney, C.: Knowledge Management and the Dynamic Nature of Knowledge. In: Journal of the American Society for Information Science and Technology, October, 2002, pp: 1009-1018 [Available at <http://www.q3.ca/articles/archives/articles/KNOWLEDGE%20MANAGEMENT.pdf>]
 - Bouthillier, F. & Shearer, K: Understanding knowledge management and information management: the need for an empirical perspective. In: Information Research, Vol. 8 No. 1, October 2002. paper no. 141 [Available at <http://InformationR.net/ir/8-1/paper141.html>]
 - Sveiby, Karl E.: Tacit Knowledge. [Available at <http://www.sveiby.com/articles/Polanyi.html>]
- Novak, J. & Cañas, A.: The Theory Underlying Concept Maps and How to Construct and Use Them. Technical Report IHMC CmapTools 2006-01 [Available at <http://cmap.ihmc.us/Publications/index.php>]

Reccomended literature:

www.danpink.com
<http://www.ewenger.com/theory/>
www.ted.com
www.thinkers50.com
www.ihmc.us