

<b>Module title</b>		<b>Abbreviation</b>
Knowledge Management (KNM)		10-MBA-WIM-122-m01
<b>Module coordinator</b>		<b>Module offered by</b>
MBA-Continuing Education		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
6	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>Motivation</p> <p>In addition to real estate, financial capital and human resources, the knowledge existing within companies is the fourth decisive production and success factor in a competitive environment. Knowledge management involves all strategic and operative responsibilities necessary to build up, provide, purposefully use and maintain knowledge within companies. The challenges faced in this context include motivating staff to integrate their knowledge into the company's knowledge pool, to aggregate it with the know-how of other employees and to systematically use it to fulfil operative tasks.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> <li>- Knowledge development and communication</li> <li>- Knowledge acquisition and management</li> <li>- Implicit and explicit knowledge</li> <li>- Knowledge management tools</li> <li>- Implementation of knowledge management</li> </ul>		
<b>Intended learning outcomes</b>		
<p>Objectives</p> <p>Familiarize yourself with modern techniques and tools for knowledge acquisition and knowledge management. Find out, how to raise the awareness of your employees about the necessity of organizational knowledge management. Learn how to use the knowledge available in your company with purpose and profit. Acquire the know-how necessary to continue the development of your company's knowledge pool. Develop integrated solutions about the management of knowledge in everyday surroundings, without impeding your employees with documentation obligations or overwhelming them with information.</p> <p>Approach</p> <p>You will gain access to the subject of knowledge management hands-on in group work and various case studies from actual companies. Specialist lectures from instructors from different realms of industry then verify the subsequent theoretical contents. In the course of case study work, you will improve your know-how. You can then test what you learned about central concepts and methods of knowledge management in a written exam. Additionally, you will apply your newly acquired know-how in a practice-oriented manner in a term paper in order to improve your company's competitive positioning.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V + Ü (no information on SWS (weekly contact hours) and course language available)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4 Language of assessment: German, English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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**Workload**

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**Teaching cycle**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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**Module appears in**

Master's degree (1 major) Business Integration (MBA) (2013)

Master's degree (1 major) Business Integration (MBA) (2012)