JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
(Established by Govt. of A.P., ACT No.30 of 2008)
ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- IV	L	T	P	C
21E00306c	**Knowledge Management**	4	0	0	4
	Semester	III			

	Semester	III

Course Objectives:

- To explain basic concepts of Knowledge Management(KM).
- To give essentials of KM, organizational knowledge types.
- To discuss road blocks to successful implementation of KM and Information Architecture for KM.
- To infuse significance of Information Technology in Knowledge Management systems, and bench marking for KM.
- To introduce concept of Sales promotion, consumer promotion and impact of sales promotion and preparation of sales promotion budgets.
- To make clear future of KM in manufacturing and service industry.

Course Outcomes (CO): Student will be able to

- Understand concepts of Knowledge Management, techniques of KM, relationship between Knowledge and Wisdom.
- Identify types of knowledge in any organization, knowledge life cycle, process and conversion of knowledge.
- Know road blocks to successful implementation of KM and Information Architecture for KM.
- Grasp the significance of information technology in KM, and bench marks in KM.
- Deduce the future of KM particularly in manufacturing and service sector.

UNIT – I		Lecture Hrs: 8

Introduction to KM: Definition, scope and significance of Knowledge Management, Principles of Knowledge Management, Techniques of Knowledge Management, Data- Information-knowledge-Wisdom relationship.

UNIT – II		Lecture Hrs: 12

Essentials of Knowledge Management: Basic types of Knowledge management, Organizational Knowledge Management - Organizational knowledge types- Knowledge Life cycle- Organizational knowledge sources- process, Knowledge Conversion

UNIT – III		Lecture Hrs:12

Implementation of Knowledge Management: Discussion on Roadblocks to success,10-step KM Road Map of Amrit Tiwana, Information Architecture: A three- way Balancing Act, KM,

UNIT – IV		Lecture Hrs:12

Knowledge Management and Information Technology: Role Information Technology in Knowledge Management Systems, E-commerce and Knowledge Management, Bench marking and Knowledge Management

UNIT – V		Lecture Hrs:12

Future of Knowledge Management and Industry perspective: Knowledge Management in Manufacturing and service industry, future of Knowledge Management.

Textbooks:

1. Knowledge Management, Sudhir Warier: Vikas Publishing House.
2. Web Warehousing & Knowledge Management,Mattison: Tata McGraw-Hill.

Reference Books:

- Knowledge management: An Evolutionary view, Becerra Fernandez: PHI.
- Knowledge Management,Fernando: Pearson.
- Knowledge Management, B.Rathan Reddy: Himalaya.
- Knowledge Management, Tapan K Panda: Excel.
- Knowledge Management systems, Barnes: Cengage.
- The Knowledge Management tool kit, Tiwana: 2/e, Pearson Education.
- Knowledge Management,Sislop: Oxford University Press,.
- Knowledge Management, Debowski: Wiley Student Edition, Wiley Ind
- Knowledge management, A Thothathri Raman, Excel books

Online Learning Resources:

https://www.coursera.org/courses?query/knowledge management
https://www.udemy.com/course/knowledge management
https://freevideolectures.com/course/4750/nptel-knowledge-management
https://onlinecourses.nptel.ac.in/noc20_mg40/preview