



## **BAAS 350 Knowledge Management Spring, 2014**

**Instructor:** Annette Taggart, MBA, CPA  
**Office:** McDowell Business Administration 337A  
**Phone/Voice Mail:** 903-886-5653 (e-mail for faster response)  
**E-Mail:** [annette.taggart@tamuc.edu](mailto:annette.taggart@tamuc.edu)  
**Office Hours:** By appointment

### **COURSE INFORMATION**

#### **Required Textbook**

*Knowledge Management Toolkit*, 2<sup>nd</sup> edition

By: A. Tiwana

ISBN 9780130092243

#### **Course Description**

Study of the process of creating value from an organization's intangible assets with an emphasis on intellectual capital, including human, structural, and customer capital. Prerequisite: Junior Standing.

Emphasis will be placed on professionalism, etiquette, and awareness of a multi-cultural environment in both internal and external communications. MS Word, MS Excel, MS PowerPoint, and E-mail will be reviewed as tools of information exchange.

#### **Course Objectives**

1. Define knowledge management (KM), evaluate its value proposition, pinpoint its key drivers, and understand how KM intellectual capital can contribute to market valuation and corporate prosperity.
2. Understand the differences between knowledge, information, data, and know the 10 steps of a KM road map.

3. Know the technology components of a KM platform, importance of strategic visioning in KM, and how knowledge integration and knowledge transfer involve high-level trade-offs.
4. Recognize the purpose of a knowledge audit and how to identify, evaluate, and rate critical process knowledge, how to design and structure a KM team, and the definition of a collaborative platform.
5. Understand the development of a KM management system, its system life cycle, the role of a Chief Knowledge Officer (CKO), and how to use real-options analysis to prioritize KM investments.
6. Documentation of a researched knowledge management issue covered within the context of the course.

**COURSE REQUIREMENTS**

**Discussion Board (8): 5% each – 40% of total course grade** - Each student is required to post and reply to every topic for full credit. Merely making a post to the topic will not ensure full credit. **You must discuss the topic, which, at the very least, requires an initial post and two replies.** Discussions will be graded on content – in other words – quality control. I expect to see that you are actively participating and actually thinking about your posts and responses. For a discussion to take place, you must make posts as well as respond to each topic. The grammar, spelling, punctuation, and capitalization must be correct in order to receive full credit. **In order to give students a chance to reply, an initial post cannot be done on the day the Discussion Board is scheduled to close.** You will not receive full credit if all posts for the module are submitted at one time. To help you stay on schedule, **suggested posting dates are in BLUE, and final due dates are in RED on the course calendar.**

<b>Discussion Board Grading Rubric</b>			
<b>Max Score</b>		<b>Description</b>	
	<b>Proficient</b>	<b>Needs improvement</b>	<b>Unacceptable</b>
70	Engaged in a professional conversation with colleagues. (51-70 points)	Conversation lacks substance (35-50 points)	Did not engage in a professional conversation with colleagues (0-34 points)
30	No spelling, grammar, or formatting errors (30 points)	Minor errors in spelling, grammar, or formatting. (20-29 points)	Major errors in spelling, grammar, or formatting. (0-19 points)
<b>Total: 100</b>			

**Intangible Assets PowerPoint: 10% of total course grade** – Each student will use the online library databases to find and read a **peer reviewed journal article** related to one of the following: intellectual capital, human capital, structural capital, or customer capital. Next, each student will create a basic PowerPoint presentation that briefly summarizes the “intangible asset” the article was about (use brief phrases on each slide). The PowerPoint should have a minimum of six slides and a maximum of nine slides (includes Title Slide and Ending Source Slide). A Grading Rubric will be used to grade the PowerPoint. **Due date is in RED on the course calendar.**

<b>PowerPoint Grading Rubric</b>			
<b>Max Score</b>	<b>Description</b>		
	<b>Proficient</b>	<b>Needs improvement</b>	<b>Unacceptable</b>
30	Utilized appropriate information to meet the objective of the assignment (21-30 points)	Minor errors in utilization or application of information (10-20 points)	Did not utilize information (0-19 points)
60	Appropriately addressed each assigned areas (40-60 points)	Addressed some of the assigned areas (20-39 points)	Did not address the assigned areas (0-19 points)
10	No spelling, grammar, or formatting errors (10 points)	Minor errors in spelling, grammar, or formatting (5-9 points)	Major errors in spelling, grammar, or formatting (0-4 points)
<b>Total: 100</b>			

**Chapter Quizzes (2): 10% each – 20% of total course grade** – Each quiz will be open for four days and will cover specified chapters. Quiz question format will be multiple-choice and True/False. **Open date (quiz opens) is in GREEN on the course calendar. Due date (quiz close date) is in RED on the course calendar.**

**First Draft Research Paper: 10% of total course grade** – A research topics list will be available in the online course. Each student will select one topic among the list to research and compose an APA style formatted paper (template will available in Doc Sharing). The First Draft Research Paper will be the “foundation” to be used in completing the Final Draft Research Paper. A Grading Rubric will be used to grade the First Draft Research Paper. **Due date is in RED on the course calendar.**

<b>First Draft Research Paper Grading Rubric</b>			
<b>Max Score</b>	<b>Description</b>		
	<b>Proficient</b>	<b>Needs improvement</b>	<b>Unacceptable</b>
30	Utilized appropriate information to meet the objective of the assignment (21-30 points)	Minor errors in utilization or application of information (10-20 points)	Did not utilize information (0-19 points)
60	Appropriately addressed each assigned areas of research (40-60 points)	Addressed some of the assigned areas of research (20-39 points)	Did not address the assigned areas of research (0-19 points)
10	No spelling, grammar, or formatting errors (10 points)	Minor errors in spelling, grammar, or formatting (5-9 points)	Major errors in spelling, grammar, or formatting (0-4 points)
<b>Total: 100</b>			

**Final Draft Research Paper: 20% of total course grade** – The Final Research Paper will be an expanded version of the First Draft Research Paper. A Grading Rubric will be used to grade the Final Research Paper. **Due date is in RED on the course calendar.**

<b>Final Research Paper Grading Rubric</b>			
<b>Max Score</b>	<b>Description</b>		
	<b>Proficient</b>	<b>Needs improvement</b>	<b>Unacceptable</b>
100	Utilized appropriate information to meet the objective of the assignment (70-100 points)	Minor errors in utilization or application of information (30-69 points)	Did not utilize information (0-29 points)
100	Appropriately addressed each assigned areas of research (70-100 points)	Addressed some of the assigned areas of research (30-69 points)	Did not address the assigned areas of research (0-29 points)
50	No spelling, grammar, or formatting errors (50 points)	Minor errors in spelling, grammar, or formatting (25-49 points)	Major errors in spelling, grammar, or formatting (0-24 points)
<b>Total: 250</b>			

## TECHNOLOGY REQUIREMENTS

### **First time eCollege users:**

Students taking online courses are required to familiarize themselves with eCollege by going through the eCollege tutorial or orientation process. This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT the Instructor's responsibility to teach students how eCollege works. **The Instructor assumes that each student has a working knowledge of eCollege and has a MyLeo e-mail address.** Students can access the online eCollege Orientation by selecting the link to **Online Student Tutorial** before you enter your course.

### **Hardware/Software Requirements:**

As the course is conducted totally online, students will be expected to have basic computer literacy skills, access to a reliable computer with a reliable Internet connection, and Microsoft Office 2007 or later. Also, back-up access to required electronic resources is necessary for successfully completing this course. College and public libraries are a great resource for back-up technology and Internet resources. For those students in doubt about the necessary technology, refer to the following website:

<http://online.tamuc.org/index.learn?action=technical>

### **Email:**

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via myLeo. All emails sent by me from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email me via the eCollege email system or your myLeo email as our spam filters will catch yahoo, hotmail, etc. and I will not check for your email in spam.

## ACCESS AND NAVIGATION

### **Technical Support:**

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.) please contact the eCollege Help Desk, available 24 hours a day, seven days a week. The Help Desk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 1-866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

### **Course Concerns:**

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact your instructor via email or through the "Virtual Office".

## COMMUNICATION AND SUPPORT

The **first** way to contact me is by email. This is an online course; therefore, expect most communication to be online as well. **All emails must include BAAS 350 in the subject line, student name and CWID, and use proper email etiquette.** The instructor will make every effort to respond to emails within 24 to 48 hours Monday-Friday, provided the correspondence follows the requirements listed above. **NOTE: Leo-Mail will be used for all communication for this course! You must check your Leo email on a regular basis!**

In order to avoid duplication of questions and answers, I prefer that you post all class related questions in Virtual Office. It is likely that your peers will have the same question. Questions or concerns of a personal nature should be sent to my email address via eCollege.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Student Responsibilities:

- Stay active in the course by logging into the course on a regular daily basis. Any student who will not be able to log into the class web site for more than **five (5) days** (i.e., because of an extended business trip) should contact the instructor in advance
- Complete assignments as specified
- Always read every course **announcement** at the top of the course. Feedback for assignments, university announcements, and major department announcements will be posted to this forum. These announcements are placed in your course to help you so please take the time to read and understand each announcement. Announcements are time sensitive so they will only be available for a limited period of time.
- Learn to **proficiently** use the eCollege system

Every student has the right to drop the course without penalty until the drop-date listed in the university academic calendar. Students dropping the course during this period will be given a 'Q'. If a student stops attending class, or is not satisfied with his/her grade in the course and wishes to drop, it is the student's responsibility to drop the course. A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page

### Professional Conduct:

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. Students must contribute appropriately to the class. I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. In extreme cases where professional conduct is not observed, the instructor reserves the right to **administratively drop** a student from the class with a final grade of 'F'.

**Academic Integrity:**

If you are to excel in this course, the need for collaboration is undeniable, even in cases of individual work. There is a fine line in this process. You are encouraged to seek the help and advice of others. However, you **must** do your own work. My policy, which will guide this course, is this: **I trust you to behave honestly and ethically in all circumstances**. Please ask me if you have questions about what is proper and what is not.

**Academic Honesty:** Plagiarism and other forms of academic dishonesty will not be tolerated. All students must complete, submit, and adhere to the Academic Honesty Policy of the College of Business and Entrepreneurship. No assignments will be graded until the completed honesty policy has been submitted.

**UNIVERSITY SPECIFIC PROCEDURES****ADA Statement:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services**  
**Texas A&M University-Commerce**  
**Gee Library 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)  
[Student Disability Resources & Services](#)

**Student Conduct:**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (see *Code of Student Conduct from Student Guide Handbook*).

*Expected course calendar shown below (the instructor reserves the right to make changes to the course calendar and related due dates as necessary during the course of the semester).*

**Key:** **GREEN**=quiz open dates; **BLUE**=suggested discussion posting dates in order to insure time for initial and reply posts;  
**RED**=assignment due dates and quiz close dates

# January 2014 (BAAS 350)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13 First day of class – Spring 2014	14	15	16 <i>Module 1, Chapters 1 - 7: Begin Discussions</i>	17 <b>Post your introduction in the Student Lounge</b>	18
19	20	21 <b>Academic Honesty Policy Due (Dropbox)</b>	22	23 <i>Initial Post to Ch 2 Discussion – Intangible Assets</i>	24	25
26	27	28 <i>Reply Posts to Ch 2 Discussion – Intangible Assets</i>	29 <b>12<sup>th</sup> class day</b>	30 <i>Initial Post to Ch 3 Discussion– Is your company ready for KM?</i>	31	



# February 2014 (BAAS 350)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 <i>Reply Posts to Ch 3 Discussion– Is your company ready for KM?</i>	5	6 <i>Initial Post to Discussion – Research Topic</i>	7	8
9	10	11 <i>Reply Posts to Discussion – Research Topic</i>	12	13 <i>Initial Post to Discussion - What is Knowledge Management?</i>	14	15
16	17	18 <i>Reply Posts to Discussion - What is Knowledge Management?</i>	19	20	21	22
23	24	25 <b>Intangible Assets PowerPoint Due (Dropbox)</b>	26	27	28 <b>Module 1, Chapters 1 - 7: All Discussions Close</b>	

# March 2014 (BAAS 350)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Module 1, Chapters 1 - 7: Quiz Opens	4	5	6	7 Module 1, Chapters 1 - 7: Quiz Closes	8
9	10 Spring Break	11 Spring Break	12 Spring Break	13 Spring Break	14 Spring Break	15 Spring Break
16	17	18	19	20 <i>Initial Post to Discussion – Knowledge Sharing Article</i>	21	22
23	24 <i>Reply Posts to Discussion – Knowledge Sharing Article</i>	25 <i>Last Day to <u>Drop</u> a 16 wk class with a Q grade</i>	26	27 <i>Initial Post to Discussion – Research Article</i>	28	29
30	31 Rough Draft Research Paper Due (Dropbox)					

# April 2014 (BAAS 350)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Reply Posts to Discussion – Research Article</i>	2	3 <i>Initial Post to Discussion – Ch 10-Optimize</i>	4	5
6	7	8 <i>Reply Posts to Discussion – Ch 10-Optimize</i>	9	10 <i>Initial Post to Discussion – Ch 14-CIO</i>	11	12
13	14	15 <i>Reply Posts to Discussion – Ch 14-CIO</i>	16	17	18 <b>Module 2, Chapters 8 - 14: All Discussions Close</b>	19
20	21 <b>Chapters 8 - 14: Quiz Opens</b>	22	23	24	25 <b>Chapters 8 - 14: Quiz Closes</b>	26
27	28	29	30			

# May 2014 (BAAS 350)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 <b>Final Research Paper Due (Dropbox)</b>
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31