BAAS 350
Knowledge Management
Fall 2014

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Office Hours: By appointment or via e-mail

Course Meeting Time
This is an online, 16 week, asynchronous instructional mode course. It will not meet in a class room environment. If a face-to-face conference if needed between the student and the instructor an appointment must be made ahead of time vie email or phone call.

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.

Note: A formal research paper or project is required.

Materials – Text, Readings, Supplementary Readings
Tiwana, A. (2002). Knowledge Management Toolkit (2nd Edition). Pearson Education
ISBN: 9780130092243

Course Outcomes/Objectives
This class is listed by the University as a Business Administration Applied Science Course and will enable students to:

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.

TECHNOLOGY REQUIREMENTS

The following information has been provided to assist you in preparing to use technology in your Internet based course.

The following technology is required to be successful in this course.
   Internet connection – high speed recommended (not dial-up)
   Word Processor (Microsoft Office Word – 2003 or 2007)
   Access to University Library site
   Access to an Email

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0).

Courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to eCollege, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

COURSE REQUIREMENTS

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc.

Academic Honesty Policy: 3 percent of total course grade: Students are REQUIRED to submit the completed Academic Honesty Policy form (download form found under the Doc Sharing tab in the eCollege course) to the Dropbox within the eCollege course no later than **September 1, 2014**. The purpose of this acknowledged form is to confirm that you have read and understand the Academic Honesty Policy. Grades for future assignments will receive a zero until this requirement is met.

Student Lounge Introduction: 2 percent of total course grade: The purpose of the *Student Lounge Introduction* is to acquaint yourself with your fellow classmates.

Social Media Video Paper: 5 percent of total course grade: The purpose of the *Social Media Video Paper* is to reflect on how social media can influence Knowledge Management (KM).

> **Course Objective/Learning Outcome # 6**: Documentation of a researched knowledge management issue covered within the context of the course.

> **Assessment method:** Based on the Social Media Video clip compose a minimum 1 page double-spaced, multi-paragraph reflection of your thoughts about what you found interesting, surprising, and etcetera in the video. Think about the implications of social media versus Knowledge Management (KM). Also reflect on how you think social media is impacting higher education (positives and negatives). **Note: Social Media Video link will be available within the eCollege course.**

Online Class Discussions (5): 5 percent each – 25 percent of total course grade: Each module will have a discussion area in which you will be required to discuss the various chapter topics. Each student is required to post to every topic and reply to a fellow classmate posting for full credit. Merely making a brief post to the topic will not ensure full credit. Discussions will be graded on quality of content. Discussion postings should be reviewed for correct spelling, proper grammar, punctuation, and capitalization.

    Course Objective/Learning Outcome # 1/2/3/4/5: The learner will recognize factors that contribute to conflict and recommend solutions to resolve conflict.

Chapter Quizzes (5): 5 percent each – 25 percent of total course grade: Unit quizzes will cover two or more chapters. These online quizzes will be timed, open four (4) days, and with no make-up quiz opportunity.

    Course Objective/Learning Outcomes #1/2/3/4/5: The learner will confirm learning objectives presented in Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, and 14.

    Assessment Method: True/False and Multiple Choice

APA Citation/Reference Assignment: 10 percent of total course grade

    Course Objectives/Learning Outcome #6: Documentation of a researched knowledge management issue covered within the context of the course.

    Assessment Method: Using Microsoft Office Word, create a document with the following specifications:

- Margins set to 1-inch, left/right and top/bottom
- Header formatted with TITLE of your chosen research topic (in all CAPS) left aligned and page number right aligned
- On page 1 at the top of the page (outside the Header) type the word "Introduction" (centered) and write a minimum of 3 paragraphs (minimum 5-6 sentences per paragraph) from 3 of your topic research articles using "in text" citations in APA format within each paragraph
- On page 2 at the top of the page (outside the Header) type the word "References" (centered) and list the three references used in your "in text" citations in APA format with a "hanging indent"
- Save the Microsoft Office Word document with your first initial and last name (i.e. Justin Time would be saved as "jtime" or "JTime")
- Completed assignment will be uploaded as a file attachment to the appropriate Dropbox for grading

    Research Paper topics will be available within the eCollege course.

APA Quiz: 10 percent of total course grade

    Course Objectives/Learning Outcome #6: Documentation of a researched knowledge management issue covered within the context of the course.

    Assessment Method: True/False and Multiple Choice

Research Paper: 20 percent of total course grade

Course Objectives/Learning Outcome #6: Documentation of a researched knowledge management issue covered within the context of the course.

Assessment method: Create a research paper using APA (6th edition) formatting consisting of the following:

- Margins set to 1-inch, Top/Bottom and Left/Right
- Headers with Title left aligned and Page Number right aligned
- Title Page with Running head, Header (with Title and page number) and Title of Your Paper, Your Name, and Your Institution centered on page (see example in Doc Sharing); no abstract is to be included
- Five Full Pages of Content (double-spaced) with 'In Text' Citations in APA format with an Introduction, Discussion, and a Conclusion (Summarization of your thoughts about the topic you chose to research)
- Reference Page listing all References (hanging indent) in APA format
- Use a minimum of 5 online articles that you plan to cite in your textual content and list on your Reference Page (Note: Two out of the 5 articles must be from Referenced Peer Reviewed articles)

Research Paper topics will be available within the eCollege course.

Grading

Grading in this class will include percentages so that students can determine at any time in the class where they stand. The grade book will be available through eCollege and students may access it at anytime they wish. Grades will be determined as follows:

Note: The instructor reserves the right to change any of the following dates and content.
Any changes in this syllabus will be communicated to you in class, in eCollege or via email by the instructor.

Assessments	Due Dates	Percent
Academic Honesty Policy	September 1	2
Student Lounge Introduction	September 1	2
Module 1 – Chapters 1 & 2		
Discussion	September 8	5
Quiz	September 8	5
Topic Approval Form	September 15	1
Module 2 – Chapters 3 & 4		
Discussion	September 22	5
Quiz	September 29	5
Social Media Video Paper	October 6	5
Module 3 – Chapters 5, 6 & 7		
Discussion	October 13	5
Quiz	October 20	5
Module 4 – Chapters 8, 9 & 10		
Discussion	October 27	5
Quiz	November 3	5
Module 5 – Chapter 11, 12, 13 & 14		
Discussion	November 10	5
Quiz	November 17	5
Module 6		
APA Citation/Reference Assignment	November 24	10
Quiz	December 1	10
Research Paper	December 8	20

A =	90-100%	Outstanding Work
B =	80-89%	Good Work
C =	70-79%	Acceptable Work
D =	60-69%	Needs Improvement
F =	00-59%	Unacceptable Work

Grading Rubric:

Category 1: Main Idea/Purpose/Meets Assignment

A - Writing clearly states and/or identifies the main idea or purpose and/or meets the criteria of the assignment.

B- Writing generally states and/or identifies the main idea or purpose and/or meets most of the criteria of the assignment.

C - Writing does not clearly state and/or identify the main idea or purpose and/or meets few of the criteria of the assignment.

D/F - Writing fails to state and/or identify the main idea or purpose and/or meets none of the criteria of the assignment.

Category 2: Language

A - Language sets a tone appropriate to the purpose and audience and is characterized by variety in word choice and sentence structure.

B - Language occasionally lapses in awareness of purpose and audience and is characterized by less varied word choice and sentence structure.

C - Language shows little awareness of purpose and audience and is characterized by sameness in word choice and sentence structure.

D/F - Language fails to recognize purpose and audience and is characterized by inappropriate or incomprehensible word choice and sentence structure.

Category 3: Organization/Development

A - Organizational structure illustrates a grasp of the main ideas, develops these ideas effectively, uses transitions competently, and results in a logical and clearly stated conclusion.

B - Organizational structure illustrates a satisfactory understanding of the main ideas, develops some ideas less completely than others, occasionally lacks transitions, and results in an adequate but less clearly stated conclusion.

C - Organizational structure is confusing or unclear, shows minimal development or understanding of the main ideas, uses transitions inadequately, and results in an illogical or unclear conclusion.

D/F - Completely lacks organizational structure, fails to identify or develop main ideas, has no transitions, and reaches no conclusion.

Category 4: Grammar and Spelling Mechanics

A - Has no errors in spelling, grammar and punctuation.

B - Has some errors in spelling, grammar and punctuation.

C - Has frequent errors in spelling, grammar and punctuation.

D/F - Has excessive errors in spelling, grammar and punctuation.

ACCESS AND NAVIGATION

Access and Log in Information

This course will be utilizing eCollege to enhance the learning experience, eCollege is the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: https://leo.tamuc.edu/login.aspx.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week. If you experience issues while taking your exams or at any other point, feel free to contact the support desk.

- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.
- **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to Dropbox, How to post to discussions etc…)

COURSE AND UNIVERSITY POLICIES

Course Policies

Communicating with your Instructor:

Since this is an online course, communication will be conducted via MyLeo Email. All Email correspondence will be through eCollege and MyLeo.

Subject lines for all Email correspondence are required to have **BAAS 350** as the first item in the subject line. All email messages must contain student name as the last line in the message. Without the correct subject line and student identification, Email Spam filters used by TAMU-C will place your message in a junk Email folder where your message will be automatically deleted. Remember to professionally compose your Email messages with proper grammar and spelling and by using a professional tone toward your instructor.

Properly addressed and signed Emails will be replied to within 24 to 48 hours Monday-Friday. If a face-to-face conference is needed between the student and instructor in the instructor's office, an appointment **must** be made several days in advance by the student.

Attendance & Participation:

No attendance policy will be imposed for this online course. However, students will need to complete all assignments and course requirements consistent with the assignment schedule. Excused absences will not generate extra time for meeting deadlines and scheduled events. Since late assignments are not accepted, you are strongly encouraged to submit assignments prior to the due dates. Students will be expected to participate consistent with course objectives and goals.

It is the student's responsibility to:
- Stay active in the course by logging into the course on a regular daily basis. Students not active in the course within 4 days will be administratively dropped with a grade of '**DF'**.
- Immediately notify the instructor if the student's employment status changes. Students must be employed during the entire term of enrollment in BAAS 350.
- 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. These announcements are time sensitive so they will only be available for a limited period of time.
- Learn to **proficiently** use the eCollege system.

Late Assignments

Assignments are due on specific dates, as assigned. Assignments will not be accepted after the due date.

Withdrawal Policy

Every student has the right to drop the course without penalty until the drop-date. Students dropping the course during this period will be given a **'Q'**.

If you choose to stop attending class, you may be dropped from the course due to excessive absences.   If you are not satisfied with your grade in the course and wish you to drop, it is YOUR 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

Student Conduct

All students are expected to conduct themselves in a professional manner at all times. You are adults and will be treated as such. Discriminatory, rude, and inappropriate language will not be tolerated in this class and students will be asked to leave or drop the class (these same rules apply for online discussions). If a student continues to act in the same manner during future classes, the instructor reserves the right to drop the student from the course.

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. Please ask me if you have questions about what is proper and what is not.

Intellectual Ownership:

When reviewing the literature, one frequently peruses written thoughts, findings, conclusions, and perspectives of individuals and organizations that may be used to create credibility and/or rationale from investigative studies. A problem, however, is how to capitalize on such information, yet not violate the principles of intellectual ownership. One solution involves answering two questions: (1) what is plagiarism? (2) How is plagiarism avoided? Simply stated, plagiarism is claiming another person's or organization's works as one's own. Such violations may be avoided by knowing how to use and acknowledge the works of others. The 6th Edition of the Publication Manual of the American Psychological Association states: "Authors do not present the work of another as if it were their own work" (p. 16). "Whether paraphrasing, quoting an author directly, or describing an idea that influenced your work, you must credit the source" (p.170).   Quotation marks should be used to indicate the exact

words of another. Each time you paraphrase another author (i.e., summarize a passage or rearrange the order of a sentence and change some of the words), you will need to cite it in the text.

Some people seem to believe that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. However, information on the web must be properly cited just as you would any "hard copy" periodicals. In this course, APA style citation is expected. Any written assignments must include in text citations as well as a separate reference page. The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml.
To avoid plagiarism an individual must give credit wherever he or she uses:

- another individual's idea, opinion, or theory
- facts, statistics, graphs, and drawings that are not common knowledge
- quotations of another individual's spoken or written words
- paraphrase another individual's spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

Acts of plagiarism will result in writing assignments and research projects assigned a grade of '0' for the first offense. Upon the second offense, student will be referred to the Dean of Student Services and will receive a grade of 'F' for the course with possible removal from the program and university. TAMU-C has purchased a license for TurnItIn.com which checks for plagiarism. All submitted course requirements may be submitted to this service. If the report generated notes that your work is plagiarized, you will receive an 'F' for that course requirement and course.

If you are unsure what constitutes plagiarism and how to avoid it. Visit the following websites:
http://www.plagiarism.org/
http://www.unc.edu/depts/wcweb/handouts/plagiarism.html
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml

University Policies

Requests for Special Accommodations:
Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. An individual instructor cannot decide to make accommodations for you without that Committee's approval.

Students with Disabilities:
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 – Room 132
Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148
StudentDisabilityServices@tamuc.edu