



BAAS 350: Knowledge Management Summer I 2015

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COURSE INFORMATION

Required Textbook

The Knowledge Management Toolkit, 2nd edition
By: Tiwana, A.
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. Prerequisites: Junior standing.

Course Objectives

- 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.
- Understand the differences between knowledge, information, and data, and know the ten steps of a KM road map.
- Know the technology components of KM platform, importance of strategic visioning in KM, and how knowledge integration and knowledge transfer involve high-level trade-offs.
- 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.
- 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.
- Documentation of a researched knowledge management issue covered within the context of the course.

COURSE REQUIREMENTS

Discussion Board: 42% There will be fourteen chapter discussion boards each worth 3% of your grade. Each student is required to post and reply to **every** chapter for full credit. Merely making a post to the chapter will not ensure full credit. You must **DISCUSS** the topic, which, at the **very least**, requires a post and **two** responses. I also expect that your discussion posts and replies will take place **throughout the time open** (in other words, don't make all your posts on

one day). Discussions will be graded on content – in other words – quality control. I want to see that you are actively participating and actually thinking about your posts and responses. Remember, for a discussion to take place, you must make posts as well as respond to each topic! I also expect the grammar, spelling, punctuation, and capitalization to be that of a college educated person. I do not want to see posts that look as if you are text messaging your best friend. **Please see the course calendar for due dates.**

Discussion Board Grading Rubric

Criteria	Proficient	Needs Improvement - 1-14 points	Unacceptable - 15-20 points
Frequency (20 points)	Participates three or more days during the opening dates	Participates two days during the opening dates	Makes all posts on the same day
Initial Post Due Date (20 points)	Makes first post by the initial post due date on the course calendar	Makes first post after the initial post due date but before the closing date	Does not begin discussions until the closing date
Content/Contribution (20 points)	Demonstrates analysis of others' posts; advances discussion	Repeats but does not add substantive information to the discussion	Posts shallow contributions (e.g. agrees or disagrees); does not enrich discussion
Clarity & Mechanics Grammar, Spelling, & Punctuation (20 points)	Has no errors	Has a few errors	Has excessive errors
Number of Posts (20 points)	Has an initial post and two replies	Has an initial post and one reply	Makes initial post and no replies

Academic Honesty Policy – 2%: 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. The purpose of this acknowledged form is to confirm that you have read and understand the Academic Honesty Policy. **Please see the course calendar for due dates.**

Student Introductions - 6%: Students are required to introduce themselves. Information regarding the content of the introductions can be found within the course. **Please see the course calendar for due dates.**

Chapter Quizzes: 20% There will be two quizzes worth 10% each. Each quiz will be open for four days and will cover specified chapters. Quiz format will be true/false and multiple choice. **Please see the course calendar for due dates.**

First Draft Research Paper: 10% A research topics list will be available in the course. Students will select one topic among the list to research and compose an APA style formatted paper (template available in Doc Sharing). The first draft will be the foundation to be used in completing the final draft. **Please see the course calendar for due dates.**

Final Draft Research Paper: 20% The final research paper will be an expanded version of the first draft. **Please see the course calendar for due dates.**

First Draft and Final Research Paper Grading Rubric

Max Score	Proficient	Needs Improvement	Unacceptable
45	Utilized appropriate information to meet the objective of the assignment (31-45 points)	Minor errors in utilization or application of information (16-30 points)	Did not utilize information (0-15 points)
45	Appropriately addressed each assigned area (31-45 points)	Addressed some of the assigned areas (16-30 points)	Did not address the assigned areas (0-15 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)
Total: 100			

NOTE: I will count off one letter grade for each day an assignment is late. Discussion boards will not be re-opened and quizzes will not be given after the due date.

***If you miss an assignment because you are in the hospital, please fax me a copy of the admission and release forms with dates. If you miss an assignment or quiz because of a death in the family, please fax me a copy of the newspaper clipping stating you as the surviving, spouse, parent, child, grandchild, or brother/sister.**

Extra credit work will NOT be assigned so please do not ask.

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.** eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege orientation. You 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 that is connected to the internet, and Microsoft Office 2010 or older. 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 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 **best** 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 as the first and use proper email etiquette. The instructor will respond to emails within 24 to 48 hours Monday-Friday that include the appropriate subject line and student name. **NOTE: Leo-Mail will be used for all communication for this course! You must check your email on a regular basis! You can have your Leo-Mail forwarded by clicking on Options, Holiday Setting, and typing in the forwarding email address under Forwarding Settings and clicking Save.**

However, 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

Course Specific Procedures:

The Instructor reserves the right to administratively drop any student who does not log into the class web site for **seven (7)** consecutive days after the course officially starts. Any student who will not be able to log into the class web site for more than **seven (7) days** (i.e., because of an extended business trip) should contact the Instructor in advance to avoid an inadvertent drop from the course.

PROFESSIONAL CONDUCT

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. If I feel that you have not contributed appropriately in class, or that you have complained about assignments and grading policies, your final course grade may be reduced accordingly. Additionally, I expect every student to maintain a professional level with respecting opinions of the instructor, students, and guest speakers. Understand that this factor is highly subjective. In extreme cases, the instructor reserves the right to **withdraw** students 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 personal 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.

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@tamu-commerce.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*.)

JUNE 2015

BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8 First Class Day Chapters 1 - 3 Discussions open	9	10	11 Initial Post to Chapters 1-3 Discussion boards due	12	13 Chapters 1 - 3 Discussions close Academic Honesty Policy Due Student Introductions Due
14 Chapters 4 - 7 Discussions open	15	16	17	18 Chapters 1 - 7 Quiz open Initial Post to Chapters 4-7 Discussion boards due	19 Chapters 1 - 7 Quiz open	20 Chapters 4 - 7 Discussions close Chapters 1 - 7 Quiz open
21 Chapters 8 - 11 Discussions open Chapters 1 - 7 Quiz closes	22	23	24 First Draft Research Paper Due	25 Initial Post to Chapters 8-11 Discussion boards due	26	27 Chapters 8 - 11 Discussions close
28 Chapters 12 - 14 Discussions open	29	30				

JULY 2015

BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Chapters 8 - 14 Quiz open Initial Post to Chapters 12-14 Discussion boards due	3 Chapters 8 - 14 Quiz open	4 Chapters 12 - 14 Discussions close Chapters 8 - 14 Quiz open
5 Chapters 8 - 14 Quiz closes	6	7	8 Final Research Paper Due	9 Last Class Day Summer I	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	