



**BAAS 350 01W: Knowledge Management  
Summer II 2015**

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**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 Spreadsheets, 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.

<b>COURSE REQUIREMENTS</b>
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**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 a post and two replies.** 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. **Note: In order to give students a chance to reply, a Post cannot be done on the day the Discussion Board is scheduled to close. Please see the course calendar for due dates.**

Discussion Board Grading Rubric			
Max Score		Description	
70	Proficient: Engaged in a professional conversation with colleagues. (51-70 points)	Needs improvement: Conversation lacks substance (35-50 points)	Unacceptable: 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 five slides and a maximum of eight slides (includes Title Slide and Ending Source Slide). A Grading Rubric will be used to grade the PowerPoint.

<b>PowerPoint Grading Rubric</b>			
<b>Max Score</b>		<b>Description</b>	
30	Proficient Utilized appropriate information to meet the objective of the assignment (21-30 points)	Needs improvement Minor errors in utilization or application of information (10-20 points)	Unacceptable Did not utilize information (0-19 points)
60	Appropriately addressed each assigned areas (30-60 points)	Addressed some of the assigned areas (20-29 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. **Please see the course calendar for due dates.**

**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. **Please see the course calendar for due date.**

<b>Assignment Grading Rubric</b>			
<b>Max Score</b>		<b>Description</b>	
30	Proficient Utilized appropriate information to meet the	Needs improvement Minor errors in utilization or application of information	Unacceptable Did not utilize information

	objective of the assignment (21-30 points)	(10-20 points)	(0-19 points)
60	Appropriately addressed each assigned areas of research (30-60 points)	Addressed some of the assigned areas of research (20-29 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. **Please see the course calendar for due date.**

<b>Final Research Paper Grading Rubric</b>			
<b>Max Score</b>		<b>Description</b>	
100	Proficient Utilized appropriate information to meet the objective of the assignment (70-100 points)	Needs improvement Minor errors in utilization or application of information (30-69 points)	Unacceptable 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.** 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](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 **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@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*.)