BAAS 350.01W
Knowledge Management
Spring, 2016
8 week session: 3/21/16 - 5/13/16

Instructor: Annette Taggart, MBA, CPA
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Contact Information:
    Preferred: annette.taggart@tamuc.edu
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Office Hours: By appointment

COURSE INFORMATION

Required Textbook
Knowledge Management Toolkit, 2nd 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, **Due date (discussion will close) is shown in BOLD RED on the course calendar.**

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). **Due date is in BOLD RED on the course calendar**.

Chapter Quizzes (2): 15% each – 30% 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. You will have only one chance to take each timed quiz, available during the dates shown on the calendar. The date a quiz opens is shown in GREEN and UNDERLINED on the course calendar. **Due date (quiz closes) is in BOLD RED on the course calendar.**

Research Paper: 20% of total course grade – A list of research topics list is available in eCollege. Each student will select one topic among the list to research and compose an APA style formatted paper (template will available in Doc Sharing). **Due date is in BOLD RED on the course calendar.**

TECHNOLOGY REQUIREMENTS

First time eCollege users:
Students must 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** in eCollege.

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 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 the course name and section in the subject line (BAAS 350.01W, BAAS 350.02W, or BAAS 350.03W). Student name and CWID must be included in the body of the email. Students must 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!**

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.
- Check university email daily
- 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

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:

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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
Student Disability Resources & Services

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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).*

A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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, and must maintain a professional level of respect when interacting with other students and the instructor. 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**'.

Course Calendar:
Expected course calendar shown on the following pages. The instructor reserves the right to make changes to the course calendar and related due dates as necessary during the course of the semester.

GREEN (underlined) = dates assignments and quizzes open
RED (bold) = dates assignments and quizzes close & are due

MARCH 2016   BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 First day of class -01W	22	23 Module 1, Ch 1 - 7: Discussions Open	24	25 **Post intro in Student Lounge**	26 **Academic Honesty Policy Due (eCollege Dropbox)**
27	28	29	30 **Discussion Posts Due: Ch 2 – Intangible Assets**	31		

APRIL 2016 BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2 **Discussion Posts due: Ch 3 - Is your company ready for KM?**
3	4	5	6 **Discussion Posts due: Research Topic**	7	8	9 **Discussion Posts Due: What is Knowledge Management**
10	11	12 Quiz 1 Opens: Ch 1 - 7	13	14	15 **Quiz Closes Module 1, Ch 1 - 7**	16 **Intangible Assets PowerPoint Due (Dropbox)**
17	18 Module 2, Ch 8-14: Discussions Open	19	20	21	22	23 **Discussion Posts Due: Knowledge Sharing Article**
24	25	26	27 **Discussion Posts Due: Research Article**	28	29	30 **Discussion Posts Due: Ch 10-Optimize**

MAY 2016   BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 **Research Paper Due (Dropbox)**	5	6	7 **Discussion Posts Due: Ch 14-CIO**
8	9 Quiz Opens: Module 2, Ch 8 - 14	10	11	12	13 **Quiz Closes: Module 2, Ch 8 - 14**	14 **Undergraduate Commencement**
15	16	17	18	19	20	21