



BAAS 350: Knowledge Management Summer I 2016

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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.

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.
- Document a researched knowledge management issue covered within the context of the course.

COURSE REQUIREMENTS

Discussion Board: 40% There will be eight chapter discussion boards each worth 5% of your grade. Each student is required to post and reply to **every** topic 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 and the grading rubric in doc sharing for details on grading.**

Chapter Quizzes: 28% There will be two quizzes worth 14% 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.**

Intangible Assets PowerPoint: 10% 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). **Please see the course calendar for due dates and the grading rubric in doc sharing for details on grading.**

Research Paper: 20% 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). **Please see the course calendar for due dates and the grading rubric in doc sharing for details on grading.**

Academic Honesty Policy: 2% Students will be required to read and acknowledge the Academic Honesty Policy.

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.

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.

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 and access to a reliable computer that is connected to the internet. For more information about the necessary technology, refer to the following website:

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

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 calling 1-866-656-5511. Additionally, you can click on the "Help" or "Tech Support" button located at the top of your course.

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".

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

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.

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 2016

BAAS 350

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 First Class Day Module 1 Opens Begin Discussions & Power Point Assignment	7	8	9 Last Day to Drop	10 Initial Post to Module 1 Discussion boards due	11 Academic Honesty Policy Due
12 Module III Opens Begin working on research paper	13	14	15 Chapters 1 - 7 Quiz open	16 Chapters 1 - 7 Quiz open	17 Chapters 1 - 7 Quiz open	18 Module 1 Closes Discussions Due Power Point Assignment Due Chapters 1 - 7 Quiz closes
19 Module II Opens Begin Discussions	20	21	22	23	24 Initial Post to Module II Discussion boards due	25
26	27	28	29 Chapters 8 - 14 Quiz open Last Day to Withdraw	30 Chapters 8 - 14 Quiz open		

JULY 2016

BAAS 350

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