

Course: Knowledge management		Doctoral School of Management Sciences and Business Administration
Lecturer, Neptun code: Prof. dr. habil Andrea Bencsik BSH19Q		Academic title: professor
Contact hours: 15	Exam: Continuously during the semester	Credit: 5
<p>Aims: The course focuses on understanding knowledge in sustaining competitive advantage in the knowledge economy. In knowledge work value is created through interactions. The purpose of this course is twofold: firstly, to provide students a general overview of the evolution of KM, KM theories, concepts, and models, and secondly, to offer students practical tools that can be applied in their managerial work.</p> <p>This Knowledge Management (KM) course teaches students how to implement an efficient method of taking advantage of the knowledge assets and intellectual resources of the employees for organizational success. At the completion of this course, participants will be able to demonstrate a comprehensive framework for designing and implementing successful knowledge management strategies for leveraging the intellectual assets of the organization.</p>		
<p>Thematic: Knowledge management is a trans-disciplinary approach to improving organizational outcomes and learning, by making optimal use of knowledge. It involves the design, implementation and review of social and technological activities and processes to improve the creating, sharing and application or use of knowledge.</p> <p>Detailed topics:</p> <ul style="list-style-type: none"> • Concept of Knowledge (Data – Information – Knowledge – Wisdom) • Defining Knowledge Management and Knowledge Management System; History of Knowledge Management (5 Stages of Development of KM) • Elements of Knowledge Management (Models and Connections with other Processes) • Knowledge Management Tools • Prerequisites of KMS (IT and Trust Based Culture) • Knowledge management strategy; Implementation of a Knowledge Management System • Knowledge Workers in the Digital Age • New way of thinking about knowledge and knowledge management according to the requirement of the new economic situation (after the COVID). (How an innovative approach to Knowledge Management is poised to deliver unmatched business value with an advanced capability of capturing, activating, and applying knowledge?) 		

Suggested textbooks:

Peter Massingham: Knowledge Management Theory in Practice, 2018. SAGE Publications Ltd.

Up-to-date scientific papers from different journals, case studies

Bencsik, A. Knowledge Management Initiatives and Strategies in Small and Medium Enterprises, IGI Global USA 2016.

Student's role:

Case study about a practical KM problem of a company, study and its presentation. Own research topic combined with the logic or a model of KM – written study.