

| <b>Basic data of the subject</b>  |   |
|-----------------------------------|---|
| <b>Academic unit</b>              | <b>Faculty of Management</b>  |
| <b>Program</b>                    | <b>Business Management and Entrepreneurship</b>   |
| <b>Subject</b>                    | <b>Knowledge Management</b>   |
| <b>Level</b>                      | <b>Bachelor</b>   |
| <b>Course status</b>              | <b>Elective</b>   |
| <b>Year of studies</b>            | <b>II</b>   |
| <b>Semester</b>                   | <b>III</b>  |
| <b>Number of hours per week</b>   | <b>3</b>  |
| <b>Value of credits - ECTS</b>    | <b>4</b>  |
| <b>Time/ Location</b>             | <b>UASF</b>   |
| <b>Course lecturer</b>            |   |
| <b>Contact details</b>            |   |
| <b>Course description</b>         |   |
|                                   | Historical development of knowledge management, Basic concepts of knowledge and creativity, model of knowledge growth, causes of knowledge expansion, understanding of knowledge management, dimensions of knowledge management, knowledge flow management, tools for knowledge management, building the knowledge management framework in organizations, intellectual capital, knowledge economy, knowledge learning enterprises, Knowledge as the main pillar for economic development, knowledge transfer, internal and external knowledge transfer, The role of knowledge and information technology in creating new products and services. |
| <b>Course objectives</b>          |   |
|                                   | The main purpose of this module is to teach students the main principles of knowledge management in terms of innovation, as well as to equip the student with sufficient knowledge to manage the processes of HR development in organizations, as well as to make the transfer of knowledge inside and outside organizations.   |
| <b>Expected learning outcomes</b> |   |
|                                   | Upon completing this module students will be able to: <ul style="list-style-type: none"> <li>• Understand how modern businesses face the challenge of a knowledge-based economy.</li> <li>• Be competent to use knowledge management tools and techniques.</li> </ul>   |

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|  | <ul style="list-style-type: none"> <li>• Develop knowledge management applications in organizations.</li> <li>• Gain knowledge to create new business ideas</li> <li>• Use business ideas in creative problem solving as well as in the commercialization of innovations,</li> <li>• Identify the role of knowledge in relation to information technology in order to expand the business,</li> <li>• To be competent to be part of the team in the enterprise in order to apply knowledge in business,</li> </ul> |
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**Contribution to the student load (which must correspond with learning outcomes)**

| Activity  | Hours | Days/Weeks | Total      |
|---|-------|------------|------------|
| Lectures  | 2     | 15         | 30         |
| Theoretical exercises / laboratory                    | 1     | 15         | 15         |
| Internship  |       |            |            |
| Contacts with teacher / consultations                 | 1     | 5          | 5          |
| Field exercises                                       |       |            |            |
| Midterm, seminars and projects.                       |       |            |            |
| Homework  | 1     | 5          | 5          |
| Studying (at the library or at home)                  |       |            | 30         |
| Final preparation for the exam                        | 3     | 2          | 6          |
| Time spent on evaluation (tests, quiz and final exam) | 2     | 2          | 4          |
| Projects and presentations                            | 1     | 5          | 5          |
| <b>Total</b>  |       |            | <b>100</b> |

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| <b>Teaching methodology</b>      | Lectures and exercises combined with case studies and class discussions.   |
| <b>Assessment methods</b>        | 100 - points - Written / oral exam test (test contains open-ended questions, and a case study),<br>The student passes the exam if he/ she accumulates 50 points from the evaluation criterion, |
| <b>Teaching tools</b>            | Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.  |
| <b>Theory vs. practice ratio</b> | 60% Theory<br>40% Practice work with case studies, seminar paper, essay or research project  |

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| <b>Literature</b>                             |  |
| <b>Basic literature</b>                       | <ol style="list-style-type: none"> <li>1. Jashopara A (2011): Knowledge Management: An integrated approach, 2ed, Prentice Hall ISBN 978-0-273-72685-2.</li> <li>2. Rhem, Anthony J (2016) Knowledge management in practice</li> </ol>  |
| <b>Additional literature</b>                  | <ol style="list-style-type: none"> <li>1. Hall, Richard (2009): Knowledge Management in the New Business Environment, acirrt, University of Sydney, 2003</li> <li>2. Davenport T., Prusak L.: Working Knowledge: How organizations manage what they know, Harvard Business School Press, 2010. -Authorized lectures</li> </ol> |
| <b>Designed learning plan</b>                 |  |
| <b>Week</b>                                   | <b>Lecture</b>   |
| <b>Week one</b>                               | Introduction to Syllabus Introduction to Knowledge Management  |
| <b>Week two</b>                               | Historical development of knowledge management   |
| <b>Week three</b>                             | Knowledge and production development   |
| <b>Week four</b>                              | Knowledge growth model, causes of knowledge expansion  |
| <b>Week five</b>                              | Understanding knowledge management<br>Interactive discussions,   |
| <b>Week six</b>                               | Dimensions of knowledge management   |
| <b>Week seven</b>                             | Knowledge flow management tools for knowledge management<br>Interactive discussions,   |
| <b>Week eight</b>                             | Intellectual capital, knowledge economy,   |
| <b>Week nine</b>                              | Building the knowledge management framework in the organization  |
| <b>Week ten</b>                               | Knowledge economy,<br>Interactive discussions,   |
| <b>Week eleven</b>                            | Knowledge-learning enterprises,  |
| <b>Week twelve</b>                            | Knowledge as a central pillar for economic development,<br>Interactive discussions,  |
| <b>Week thirteen</b>                          | Knowledge transfer   |
| <b>Week fourteen</b>                          | Internal and external transfer of knowledge<br>Interactive discussions,  |
| <b>Week fifteen</b>                           | The role of knowledge and information technology in creating new products and services,  |
| <b>Academic policies and rules of conduct</b> |  |

The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.