

## SÍLABO

### I. DATOS GENERALES

1.1 CURSO	:	<b>KNOWLEDGE MANAGEMENT (GERENCIA DEL CONOCIMIENTO)</b>
1.2 CODIGO	:	NG 02807
1.3 CICLO	:	IX
1.4 CREDITOS	:	(03)
1.5 NATURALEZA DEL CURSO	:	OBLIGATORIO
1.5 HORAS POR SEMANA	:	4 (TEORÍA 2 – PRACTICA 2)
1.6 PRE REQUISITO	:	AIRPORT OPERATIONS
1.7 CURRÍCULA	:	2006- II

### II SUMILLA

Knowledge Management is designed to provide you with a detailed understanding of how organizations can effectively operate within a contemporary knowledge-based context. The course will prepare you for a career in knowledge work across the public and private sectors.

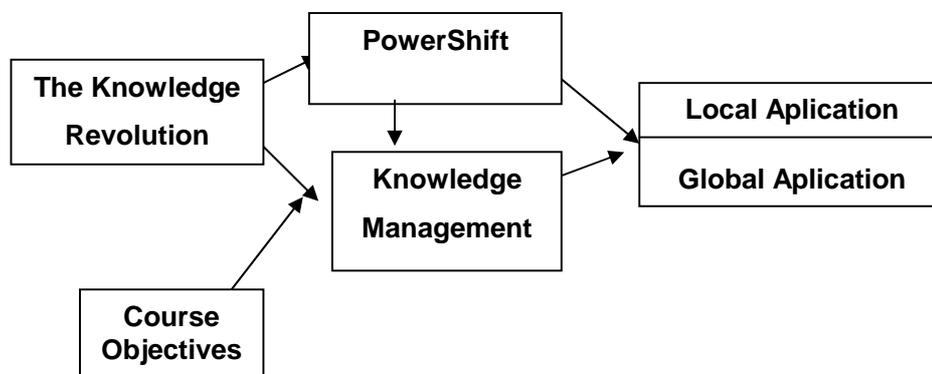
### III. COMPETENCIA DE LA CARRERA:

The Graduate Global Business Administration of the Ricardo Palma University has an integral formation guided by values and it is qualified to create and to lead all type of organizations focused to the global business, developing with competition the following abilities, knowledge and attitudes:

### IV. COMPETENCIAS DEL CURSO:

- 4.1. An understanding of the principles underpinning Knowledge Management.
- 4.2. An appreciation of the role of both technology and organizational culture in the development and application of a Knowledge Management strategy.
- 4.3. Ability to apply key theories of Knowledge Management in a variety of organizational contexts and evaluating the relevance of Knowledge Management for strategic advantage.
- 4.4. Ability to develop a Knowledge Management strategy, including how to –map knowledge use and exchange- utilize techniques such as storytelling and modelling to determine individual’s tacit and explicit knowledge.
- 4.5. Skills to manage human resources to maximize the group potential and design of presentations in written, oral and electronic form.

### V. RED DE APRENDIZAJE



#### VI. UNITS OF LEARNING:

#### FIRST PART OF THE COURSE: THE KNOWLEDGE REVOLUTION

##### THEMATIC UNIT I.- BASIC PRINCIPLES

**Achievement:** Determination of the basic elements of the new meaning of power.

**N° of Hours:** 08

TEMA	ACTIVIDADES	SEMANA
I. THE POWERSHIFT ERA  <b>PRÁCTIC # 1:</b>	1. The End of Empire 2. God-in-a-White-Coat 3. Bombarded by the Future 4. The Making of a Sabby Gentility Story 1/PowerPoint /Brand You by Tom Peters	1
II. MUSCLE, MONEY, AND MIND  <b>PRÁCTIC # 2:</b>	1. High-Quality Power 2. One Million Inferences 3. Facts, Lies, and Truth 4. The Democratic Difference Story 2/ PowerPoint 2/Brand You 1	2

##### THEMATIC UNIT II.- THE KNOWLEDGE REVOLUTION

**Achievement:** What is this truly revolutionary era of discovery.

**N° of Hours:** 04

TEMA	ACTIVIDADES	SEMANA
III. THE KNOWLEDGE REVOLUTION: THE ENGINE OF GROWTH IS KNOWLEDGE  <b>PRACTIC # 3:</b>	1. Introduction 2. The Knowledge Revolution 3. What is knowledge? 4. Capitalism and corporate structure. 5. Organization of production 6. Knowledge and the environment 7. The developing world 8. Financial markets, employment and welfare 9. Social diversity 10. Poverty and human capital 11. Conclusions Story 3 PowerPoint 3 Brand You 2	3

#### THEMATIC UNIT III.- THE KNOWLEDGE REVOLUTION IMPLICATIONS

**Achievement:** How this truly revolutionary era of discovery applied to organizations and careers.

**N° of Hours:** 08

TEMA	ACTIVIDADES	SEMANA
IV. THE KNOWLEDGE REVOLUTION AND THE FUTURE OF ORGANIZATIONS  <b>PRACTIC # 4:</b>	1. Introduction 2. History: A. The first industrial revolution B. The second industrial revolution  C. The knowledge revolution D. Summary 4. Organizations: A. Factors driving change of organizations  B. The shamrock organization C. The federal organization 5. Conclusions <b>Story 4</b> <b>PowerPoint 4</b> <b>Brand You 3</b>	4
V. THE KNOWLEDGE REVOLUTON AND THE FUTURE OF CARREERS  <b>PRÁCTIC # 5:</b>	1. Introduction 2. Forget jobs A. Developing careers B. Knowledge workers are project and resume driven  3. Conclusions <b>Story 5</b> <b>PowerPoint 5</b> <b>Brand You 4</b>	5



#### SECOND PART OF THE COURSE:

#### KNOWLEDGE MANAGEMENT

#### THEMATIC UNIT V.- BASIC PRINCIPLES

**Achievement:** Determination of the basic principles of knowledge management

**N° of Hours:** 08

TEMA	ACTIVIDADES	SEMANA
VIII WHERE DID KNOWLEDGE MANAGEMENT COME FROM?  <b>PRÁCTIC # 8:</b>	1. Introduction 2. Intellectual antecedents 3. Practices 4. The past and the future  <b>Story 8</b>  <b>PowerPoint 8</b>  <b>Brand You 7</b>	9
IX. BRAINPOWER  <b>PRÁCTIC # 9:</b>	1. Brainpower 2. Mapping corporate brainpower 3. The knowledge 4. Knowledge management has many facets <b>Story 9</b> <b>PowerPoint 9</b>  <b>Brand You 8</b>	10

#### THEMATIC UNIT VI.- KNOWLEDGE MANAGEMENT

**Achievement:** Determination of the basic elements of knowledge management.

**N° of Hours:** 16

TEMA	ACTIVIDADES	SEMANA
X. KNOWLEDGE MANAGEMENT: AN EMERGING DISCIPLINE ROOTED IN A LONG HISTORY  <b>PRACTIC # 10:</b>	1. Introduction 2. History of knowledge management 3. Intellectual roots of knowledge management 4. Different brands of knowledge management 5. Driving forces behind knowledge management 6. What is new? 7. What may lie ahead for knowledge management? 8. Concluding perspectives <b>Story 10</b> <b>PowerPoint 10</b> <b>Brand You 9</b>	11



**THEMATIC UNIT VII.- KNOWLEDGE MANAGEMENT AND COACHING**

**Achievement:** Determination the relation between knowledge management and coaching

**N° of Hours:** 04

<p>XIV. COACHING IN THE KNOWLEDGE ECONOMY</p> <p><b>PRACTIC # 14</b></p>	<p>1. Coaching in the knowledge economy 2. The history of coaching 3. Developing your own inner coach 4. The heart of coaching 5. Coaching improves knowledge management programs 5. Epistemological coaching <b>Group presentation # 3 of the book <i>Where is the wealth of nations</i> by The World Bank.</b></p>	<p>15</p>
<p>XVI. FINAL EXAM</p>	<p>Final essay of units 5,6 and 7.</p>	<p>16</p>

**VII. METODOLOGY**

There will be theoretical classes and practical classes.

In the theoretical classes we will read and discuss three main topics of the Knowledge management. Every student have to read the selected paper before class and during the class we will discuss about the main topics.

During the practical classes we will read a story related with the topic of knowledge management. Also we will expect a power point also related with the topic, and a chapter of the book Brand you by Tom Peters.

In the last three weeks of classes the student will present during the practice hours a book presentation in groups.

**VIII. EVALUATION.**

**Peso**

- Parcial exam 1
- Final exam 1
- Practices 1

**(PARC+FINAL+PRAC)/3**

**IX. BIBLIOGRAFY:**

1. The Powershift part one by Alvin Toffler.
2. The knowledge revolution by Graciela Chichilnisky.
3. The Knowledge Revolution and the Future of Organizations by Brandon Unland.
4. The Knowledge Revolution and the Future of Careers by Brendon Unland.
5. The Intelligent Enterprise and Knowledge Management by Karl. M. Wiig.
6. Can ideas be Capital? By Alison Dean and Martin Kretschmer.
7. Where did knowledge management come from? By L. Prusak.
8. Brainpower by Thomas A. Stewart.
9. Mapping corporate brainpower by Thomas A. Stewart.
10. The knowledge by Thomas A. Sewart.
11. Knowledge Management has many facts by Karl M. Wiig.
12. Knowledge Management: An emerging discipline rooted in a long history by Karl. M. Wiig.
13. Knowledge Management: The Essence of the Competitive Edge by Moya K. Mason.
14. Success Factors in Knowledge Management by Heather Creech.
15. Are there laws of knowledge management? By Stephen Denning, Michel Pommier and Lesley Shneier.



16. The value of Knowledge Capital by Paul AS. Strassmann.
  17. Views of knowledge are human views by G. Dueck.
  18. Knowledge Management: People are Important by Peter A.C. Smith and Moira McLauhling.
  19. The knowledge management puzzles: Human and social factors in knowledge management by J.C. Thomas. W.A. Kellog and T. Erickson.
  20. What's your strategy for managing knowledge? By Morten T. Hansen, Nitin Nohria, and Thomas Therney.
  21. A revolution in knowledge edge sharing by Donald M. Norris, Jon Mason, Robby Robson, Paul Lefrere, and Geoff Collier.
  22. Knowledge management: Areas to focus and challenges ahead by Naim Ahmad, Anirban Chakrabarty and Parkha Kau.
  23. The future of knowledge management by Ilkka Tuomi.
  24. Coaching in the knowledge economy by Emilia Gallo.
  25. The heart of coaching: developing a coaching model for the manager by Jonathan Passmore.
  26. The history of coaching by results coaching systems.
  27. Developing your own inner coach by Leo M. Tonkin.
  28. Coaching improves knowledge management programs by Carole Nicolaidis.
  29. How to think like a knowledge worker by William P. Sheridan.
  30. Expanding Public Space for the development of the knowledge society by United Nations.
  31. Where is the wealth of nations? By The World Bank.
  32. Knowledge Management Glossary by the Knowledge Research Institute Inc, and other sources.
  33. An Illustrated Guide to Knowledge Management by Wissensmanagement
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