

BAAS 350
Knowledge Management
May Mini 2012 Course Syllabus

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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!**

Required Textbook

Knowledge Management Toolkit: Orchestrating IT, Strategy, & Knowledge (2002)
By: Amrit Tiwana
ISBN #: 0-13-009224-x

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

1. Define knowledge management (KM), evaluate its value proposition; understand how knowledge contributes to market valuation and corporate prosperity; why knowledge can deliver a sustainable competitive advantage and increasing returns; and know the key drivers of KM
2. Understand the differences between knowledge, information, and data; the lingo of KM concepts; conversion process; the application criteria that determines whether a company is ready for KM; the 10-Step KM road map and how it applies to a company; the four phasing constituting the 10 steps; and where each step take you
3. Know the technology components of a KM platform; how alignment of KM and business begins with strategic visioning; and how knowledge integration and knowledge transfer involve high-level trade-offs
4. Understand the purpose of a knowledge audit; how to measure knowledge; and how to identify, evaluate, and rate critical process knowledge
5. How to design the KM team; how to structure the KM team: organizationally, strategically, and technologically; understand the KM system life cycle
6. Understand what the role of a Chief Knowledge Officer (CKO) is and how a CKO is related to the Chief Information Officer (CFO), Chief Financial Officer (CFO), and Chief Executive Officer (CEO)

Student Considerations

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

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

General Policies for Classes

All students enrolled at the University will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guide Handbook, Rules and Procedures, Code of Student Conduct at <http://www.tamuc.edu/studentlife/guidebook67.pdf>

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.**

First time eCollege users

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, access to a reliable computer that is connected to the internet, and Microsoft Office XP or **older. Please read the Course Announcement about using Microsoft Office 2007 as eCollege does not recognize that version of Office.** 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>

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 Requirements

Discussions: 400 total points 40% of total grade

Quizzes: 50 total points 40% of total grade

Research Project: 100 total points 20% of total grade

Prepared per APA editorial style, content section will be double spaced and will cover a topic listed for the course. Refer to Project in eCollege for details and due dates.

Exams will not be re-set. Please be sure you have a secure connection before beginning the exam.

Research Project Submission

Completed assignment is to be uploaded to the **Dropbox** by the due date posted or before. In order to receive an assignment grade, all assignments must be submitted to the proper Dropbox. Verification that the professor has received your assignment is possible by looking in the Outbox portion of the student's Dropbox. Each Assignment will have its own Dropbox label. The help section in your eCollege course and the Student Online Tutorial will describe the steps necessary to submit assignments to the Dropbox.

Assignment may be completed and submitted prior to the posted due date. Assignment will not be accepted through fax or as email attachments. At the top of each page for the submitted assignment, place your name and assignment title. Assignments are discarded that do **not** have the student's name clearly posted.

Spelling, punctuation, and grammar errors will have a negative impact on your assignment grades. If you need assistance with writing, please use the resources of the online writing lab (OWL) at TAMU-C. Details for the OWL can be found at the following link: <http://www.tamuc.edu/litlang/CSC/owl1.htm>

All text assignments must be submitted using MS Word. The accepted fonts are Times New Roman or Arial – 12 pt. – right and left margins of 1". No other format will be accepted.

All spreadsheet assignments must be submitted using MS EXCEL. No other spreadsheet software will be accepted. Be sure you utilize the assistance provided in the "Typing entries into Excel spreadsheet cell" in Doc Sharing.

It is the student's responsibility to:

- Stay active in the course by logging into the course on a regular, daily basis.
- Always read every course **announcements** at the top of the course. 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. These announcements are time sensitive so they will only be available for a limited period of time.
- Learn to proficiently use the eCollege system.
- Be able to **proficiently** use Microsoft Office XP or older version and a computer operating system (Microsoft Windows or Apple).
- Have a reliable and **backup** reliable internet connection.
- Be proactive in reading all the reading and writing assignment instructions. Read all assignments several times and schedule a time on your calendar in which to complete the assignment. Read your assignment out loud to yourself or others **before** you submit your assignments. Print and re-read a **printed** copy of your assignment before you submit your assignment to the Dropbox. To be successful, you will need to read assignment instructions many times.
- Ask questions about assignments well before the due date.
- Submit all assignments **before or on** the due date.
- Submit assignments in the appropriate format and to the appropriate Dropbox.

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 Honesty: Plagiarism and other forms of academic dishonesty will not be tolerated. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.10 [Academic Honesty](#).

Plagiarism: It is widely accepted that anything found on the Internet is free to use as they please. The "cut and paste" option also makes it easy to plagiarize. However, information on the web must be properly cited just as you would any "hard copy" periodicals. In this course, APA style citation is expected. Any written assignments must include in text citations as well as a separate reference page. The following web site provides valuable insight relating to what constitutes plagiarism and how it may be avoided: <http://www.indiana.edu/~wts/wts/plagiarism.html/>. To avoid plagiarism and individual must give credit wherever he or she uses:

- Another individual's idea, opinion, or theory
- Facts, statistics, graphs, and drawings that are not common knowledge
- Quotations of another individual's spoken or written words

- Paraphrase another individual's spoken or written words

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. In accordance with the Texas A&M University-Commerce Code of Student Conduct Section 5.b [1, 2, 3], the penalties for students guilty of academic dishonesty include disciplinary probation, suspension, and expulsion. If you have any questions, please let me know.

Acts of plagiarism will result in writing assignments and research projects assigned a grade of 0 for the first offense. Upon the second offense, student will be referred to the Dean of Student Services and will receive a grade of 'F' for the course with possible removal from the program and university. TAMU-C has purchased a license for TurnItIn.com which checks for plagiarism. All submitted course requirements may be submitted to this service. If the report generated notes that your work is plagiarized, you will receive an 'F' for that course requirement and course. For your reference and acknowledgement, a detailed Academic Honesty Policy for TAMU-C and the College of Business and Technology is posted in Doc Sharing.

Due Dates	Assessments	Maximum Points
Aug 13	Module 1	110/18%
Aug 17	Module 2	110/18%
Aug 21	Module 3	110/18%
Aug 26	Module 4	110/18%
Aug 26	Module 5	110/28%
TOTAL:		550/100%