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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Web Innovation and Knowledge Management | ATD511 | 2 | 2+1 | 3 | 6 |

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| **Prerequisites** | * None |

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| **Language of Instruction** | English |
| **Course Level** | Master’s Degree (First Cycle Programmes) |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Uğur KAPLANCALI |
| **Assistants** |  |
| **Goals** | In contrast to knowledge-based systems, where computers manipulate and generate knowledge as standalone agents, the goal of Knowledge Management is to use computers as practical tools for activities mainly performed and directed by humans within real modern-day knowledge-based organizations. The goal of this course is to give you a solid foundation covering the major problems, challenges, concepts, and techniques dealing with the organization and management of knowledge with IT. |
| **Content** |  |

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| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| Understand the fundamental concepts in the study of knowledge and its creation, acquisition, representation, dissemination, use and re-use, and management. | 1,2,12 | A,C |
| Know the core concepts, methods, techniques, and tools for computer support of knowledge management and web innovation. | 1,2,12 | A,C |
| Research & Development methods, financing and management for e-business models and digital firm. | 1,2,12 | A,C |
| Be prepared for further study in knowledge generation, engineering, and transfer, and in the representation, organization, and exchange of knowledge within innovative organizations. |  |  |
| Critically evaluate current trends in web technologies and their manifestation in business and industry. |  |  |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study |
| **Assessment Methods:** | A: Testing, C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | GENERAL CONCEPTS OF INFORMATION MANAGEMENT & KNOWLEDGE |  |
| 2 | FUNDAMENTALS OF KNOWLEDGE MANAGEMENT |  |
| 3 | KNOWLEDGE MANAGEMENT SYSTEMS & INNOVATION |  |
| 4 | STRATEGIC MANAGEMENT OF IT |  |
| 5 | PROJECT OUTLINE PRESENTATIONS |  |
| 6 | MANAGING INNOVATION, INNOVATION AS STRATEGY |  |
| 7 | ORGANIZATIONAL CHANGE & LEADERSHIP |  |
| 8 | DATA MANAGEMENT & KM TOOLS |  |
| 9 | ORGNIZATIONAL LEARNING & INNOVATION CULTURE |  |
| 10 | SUSTAINABILITY OF ORGANIZATIONAL & SOCIAL CAPITAL |  |
| 11 | INTELLECTUAL PROPERTY & IP MANAGEMENT |  |
| 12 | THE WISDOM OF CROWDS, CROWDSOURCING |  |
| 13 | MOBILE TECHOLOGIES & FUTURE OUTLOOK |  |
| 14 | PROJECT PRESENTATIONS |  |
| 15 | Final exam |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | KNOWLEDGE MANAGEMENT: An Integrated Approach, (2011). Ashok Jashapara, *Prentice-Hall*. |
| **Additional Resources** |  |

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| **MATERIAL SHARING** | |
| **Documents** |  |
| **Assignments** |  |
| **Exams** |  |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| LiveJournal log | 1 | 30 |
| Course Project | 1 | 30 |
| Final Exam | 1 | 40 |
| **Total** |  | 60 |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 40 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 60 |
| **Total** |  | 100 |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Program graduate has the skills and the knowledge to design models for scientific analyses, as required by companies. |  |  |  |  |  |  |
| 2 | Program graduate has the skills and the knowledge to identify strategies for companies for their information requirements and IT investments. |  |  |  |  |  |  |
| 3 | Program graduate has the skills and the knowledge to design and implements IT strategies and systems that would align with the companies’ business strategies. |  |  |  |  |  |  |
| 4 | Program graduate has the skills and the knowledge to develop and implement strategies that would be applied to the company’s new distribution channels, and if necessary be able to manage thre related IT projects. |  |  |  | X |  |  |
| 5 | Program graduate has the skills and the knowledge to manage projects involving IT systems within any industry. |  |  |  |  |  |  |
| 6 | Program graduate has the skills and the knowledge to design, tu use and to implement IT systems that would analyze customer data and discover valuable knowledge, which would be acted upon as a competitive advantage. |  |  |  |  |  |  |
| 7 | Program graduate has the skills and the knowledge to develop and implement IT systems that would analyze both internal and external data to resolve issues, based on scientific and applied methods. |  |  |  | X |  |  |
| 8 | Program graduate has the skills and the knowledge for implementation of ERP software, which requires requirements analysis, business process reengineering, and project team management. |  |  |  | X |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Live journal log | 1 | 20 | 20 |
| Course project | 1 | 20 | 20 |
| Final examination | 1 | 25 | 25 |
| **Total Work Load** |  |  | 161 |
| **Total Work Load / 25 (h)** |  |  | 6.44 |
| **ECTS Credit of the Course** |  |  | 6 |