

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: B.COM. (HONS') (3 Years)**  
**(International Accounting and Corporate Banking & Insurance)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Syllabus with effect from: June-2020**  
**Semester: V**

<b>Paper Code: UB05SCOH22</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Knowledge Management</b>	
<b>Objective :</b> The objective of this course is to understand the significance of knowledge as compared to information. The subject aims at providing a basis for effective management of knowledge for the success of any business. It also teaches students about the importance of time management as an important aspect of managerial effectiveness.	

Unit No.	Description in Detail	Weightage
<b>1</b>	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Data, Information and Knowledge</li> <li>• Definition of Knowledge management</li> <li>• Process of Knowledge management and transformation</li> <li>• Requirement of Successful management of knowledge</li> <li>• Knowledge management Framework : Knowledge Administration, Analysis of knowledge, to identify the nature of knowledge</li> <li>• Knowledge Dissemination</li> <li>• Knowledge refinement, Knowledge enhancement, Knowledge management program</li> </ul>	<b>25%</b>
<b>2</b>	<b>Strategic Knowledge</b> <ul style="list-style-type: none"> <li>• Introduction to Strategic Knowledge Management</li> <li>• The knowledge leader Developing and sustaining a knowledge culture</li> <li>• Supporting knowledge management through Human Resource Management Practices Developing a core knowledge framework</li> <li>• Developing and managing knowledge repositories</li> <li>• Developing an effective knowledge service</li> <li>• Evaluating the effectiveness of the knowledge strategy</li> </ul>	<b>25%</b>
<b>3</b>	<b>Management Of Time</b> <ul style="list-style-type: none"> <li>• Concept of time</li> <li>• Significance of time management Fundamental truths about time,</li> <li>• Causes of time wastage</li> <li>• Effective use of time Prunning time wasters (Time wasters and Time savers)</li> <li>• High-productivity activities</li> <li>• Self management: Balance, Our roles and duties, The mission, My behaviour - reactive or proactive? Freedom of action</li> </ul>	<b>25%</b>

<b>4</b>	<b>Excellence In Management</b> <ul style="list-style-type: none"> <li>• Organizational effectiveness</li> <li>• Managerial effectiveness, Effectiveness v/s Efficiency</li> <li>• Mckinseys' 7s model (Shared values, Strategy, Structure, Systems, Style, Staff and Skills)</li> <li>• Culture of excellent organizations Goal setting : Concept of goal-setting</li> <li>• Importance of goals - Dream Vs Goal, Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals</li> <li>• Art of prioritization - Do's and Don'ts about goals</li> </ul>	<b>25%</b>
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**Evaluation : Internal : 40 Marks (Theory)**

**: External: 60 Marks (Theory) – Two Hours Examination**

**Reference Books:**

- Dr. C B Gupta, Management Theory and Practice, Sultan Chand and sons
- S G Bhanushali, Managing Twenty-first Century Organization, Himalaya Publication
- Elias M. A. and, Hassan M. G. Knowledge Management, 2004, Pearson Education Inc. Prentice Hall
- Debowski Shelda(2007), Knowledge Management, New Delhi, Wiley India
- Knowledge Management Published by DNPGS, Dr. J. G. Poojara & Dr. S. R. Christian