كلية الشرق الأوسط
Middle East College

ASSIGNMENT ACKNOWLEDGMENT SHEET

Module Title:	**KNOWLEDGE MANAGEMENT -ECM34KM**
Module Instructor :	**Dr. Mohammed Alani & Shyamala Srinivas**
Semester:	**Summer 2014**
Programme:	**MBA-IT & M. Sc-IT**
Module Leader:	**Shyamala Srinivas**

	Intended Module Learning Outcomes This assessment is designed to demonstrate the achievement of the following intended module learning objectives: • Evaluate critically a substantial case study using systems ideas and different approaches to knowledge management.	
Due Date:	8th September 2014 through Moodle by 5:00 pm	
Submitted on:		
Submitted to:	**Through Moodle**	
Signature:		

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ECM34KM – KNOWLEDGE MANAGEMENT

Individual Assignment (SUMMER 2014)

Weighting 70% of module coursework

Hand Out Date: 4th August 2014

Hand-in Date : 8th September 2014

Presentation dates: 10th -12th September 2014

Introduction:

You are required to produce an academic report of between **3500** and **4,000 words**, excluding appendices and references. The report should use appropriate concepts taken from the Knowledge Management module to provide critical appraisal of **one** of the following.

- The organisation, or part of the organisation, or a project or situation at your current place of work.
- The organisation, or part of the organisation, or a project or situation at a previous workplace of yours.
- The organisation, or part of the organisation, or a project or situation at a workplace where you are not working and have not worked previously, but to which you have suitable access for this assessment.

Submission details

Soft copy of the document should be uploaded through Moodle by the September 8th,2014.

Please attach the Assignment Acknowledgement Sheet with your assignment.

Note: You need to also submit a 650-700 words proposal by Moodle by the 15th August 2014 as an interim review of your case. This would help you and me to comprehend the direction of your analysis and take corrective actions if necessary.

Task

You may choose to approach this assessment in a variety of ways. For example, you might want to focus on issues in the organisation or challenges faced by organisations in starting KM initiatives, which could be resolved with appropriate process improvement or support people learning with the involvement of technology based tools like intranet portals, groupware, data mining and so on in knowledge management and take an overall **overview of knowledge management as a whole**. For this you could consider using a research tool to support like an information management questionnaire. You might alternatively choose to focus on one aspect of knowledge management, such as

- **Knowledge capturing and creation**
- **knowledge sharing and dissemination or**
- **knowledge acquisition and application**

and use this as your basis for analysis. You may want to **study the application of a framework as a solution** and provide the necessary research study towards the same or **perform a knowledge audit** after doing a SWOT and gap analysis.

Additionally you would also need to provide the supporting link between **systems thinking and knowledge management**.

You must provide an appropriate background of the concepts of knowledge management, using literature in the proper manner, with accurate and complete references. You should provide a brief description of the situation you will be using for your critical appraisal.

These are both necessary conditions but are not sufficient. You must then link the concepts to the situation you are appraising and use the concepts to provide the appropriate appraisal.

Appropriate research methods could be employed leading towards recommendations and conclusions. Whatever you choose, you must justify your choices.

The options above give scope for a great variety of responses. Given that, it would be extremely odd if two people happened to produce similar reports and any such similarities would be fairly easy to detect. An appropriate penalty would be applied under such circumstances. Assignments uploaded through Moodle would be checked using Turnitin.

Criteria

The assignment will be assessed out of 100 marks using the following criteria.

You will have demonstrated ability to:

1. Identify and present the issues within the context of the assigned task and from this demonstrate a logical structure and layout for the paper.

   (20 marks)

2. Apply research skills to examine and demonstrate knowledge of analyzing organisational information and of the literature relevant to the issues of knowledge management linked to systems thinking.

   (20 marks)

3. Critically appraise and present the situation under consideration using any concept of KM or KM as a whole and be able to bring out management issues with respect to people/technology/process or all. Provide the necessary recommendations or conclusions based on your analysis of the case situation.

   (40 marks)

4. Correctly reference all published material included in the paper. (10 marks)

5. Field questions related to the evaluation done on the case. (10 marks)

The assignment evaluation sheet is attached at the end of this document for your reference.

Module Learning Objectives:

- Evaluate critically using the different approaches and the concepts of KM on a substantial case study using systems ideas with respect to knowledge management.

Presentations

Each presentation will last no longer than 10 minutes and should focus on evaluation criteria 1 and 3. Students should be able to present their analysis in a professional manner and must submit soft and hard copies of their presentations (time of presentation to be confirmed later).There will be no viva during or after the presentations. Evaluation will be done purely on the analysis presented by the student.

Absence for the presentation would result in the award of zero marks for the assessment.

Assessment criteria:

The following criteria will be interpreted appropriately according to the nature of the assessment and the general framework set by the module aim and learning outcomes.

For a mark of >69%

- Show a thorough understanding of the purpose of the activity.
- Display knowledge of the major principles, theories, methodologies, and practices involved and an ability to apply them effectively.
- Provide evidence of wide reading, including academic journals.
- Demonstrate an ability to select critical points, evaluate them and communicate the conclusions effectively.
- Provide approaches that are creative, practicable, and supported.
- Provide a sound, supported critique of your own work.
- Provided sound and supported discussions of further research that may be needed.

For a mark of 60-69%

- Show a clear understanding of the activity.
- Display knowledge of most of the principles, theories, methodologies, and practices involved and an ability to apply them effectively.
- Provide evidence of wide reading.
- Demonstrate an ability to select critical points and analyse them and draw sound conclusions.
- Provide approaches that are creative and practicable.
- Provide a supported critique of your own work.
- Provide supported, discussions of further research that may be needed.

For a mark of 50-59%

- Show an adequate understanding of the activity.
- Display knowledge of some of the principles, theories, methodologies, and practices involved and an ability to apply them.
- Provide evidence of some reading related to the proposal.
- Demonstrate an ability to select key points in the exercise and analyse them.
- Provide approaches that are less creative or might not be entirely practicable
- Provide a critique of your own work.
- Provide discussions of further research that may be needed.

For a mark of 40-49%

- Show a barely adequate understanding of the purpose of the exercise.
- Display knowledge of some of the principles, theories, methodologies, and practices involved and attempt to apply them.
- Provide evidence of reading limited relevant literature.
- Attempt some analysis and discussion.
- Show some ability to link theory to problems and provide solutions.

For a mark of 25-39%

- Made an attempt to complete the exercise.
- Show little or no understanding of the principles, theories, and practices involved.
- No evidence of academic reading.
- An inability to recognise the key points.

For a mark of <25%

- Work lacks any academic merit as adjudged by the foregoing.

Appendices

Information should only be included if it serves a purpose. If an appendix serves a purpose, it will be referred to in the main text. Use the appendices for technical

discussions, including any details of statistical tests you have performed. This section is used to convince other management scientists that you know what you are talking about.

Penalties:

- Work submitted up to 1 week (5 working days) after the due date for submission will lose 10% of the mark (after internal moderation).
- Work submitted after this, but up to 2 weeks (10 working days) late will lose 20% of the mark (after internal moderation).
- Work tendered for submission more than 2 weeks (10 working days) after the due date will not be accepted and an absence will be recorded for the assessment concerned. This will count as a failed attempt and may result in you failing the module overall.

The term week should be taken to mean 5 working days (i.e. Sunday to Thursday excluding days of official closure (e.g. public holidays).

Please refer to the MBA –IT programme handbook for the penalty on plagiarism/academic cheating.

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M.Sc-IT & MBA-IT
Evaluation sheet (SUMMER 2014)

Student's Name…… Id. No……

CRITERIA FOR ASSESSMENT	MARKS AWARDED
Structure and Layout (Maximum : 25 marks) includes marks for presentation	
Identifying, understanding and presenting the problem perspective or issues within the context of the case undertaken and the assigned task. (15 marks) Comments:	
Based on the above, demonstrate a logical structure and layout for the paper (10 marks) Comments:	
Research (Maximum : 25 marks)	
Evidence of Independent enquiry and analysis of organisation information with reference to KM (10 marks) Comments:	
Use of literature relevant to issues of KM linked to Systems thinking (5 marks) Comments:	
Application of appropriate Research Methods (10 marks) Comments:	

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Analysis (Maximum : 40 marks) includes marks for presentation	
Perceptiveness and thoroughness of critical evaluation and presentation based on any concept of KM or KM as a whole, and be able to bring out management issues with respect to people/technology/process or all within the context of the case. (25 marks) Comments:	
Quality of conclusions and recommendations (15marks) Comments:	
Relevance and rigour of literature sources and referencing (Maximum : 10 marks) Comments:	
Presentation quality Comments:	
Total Assessment Mark (100 marks maximum)	
Penalty	
Final Mark (100 marks maximum)	
Examiner: ..... **Signed..... Date.....** **Internal Moderator: .....** **Signed..... Date.....**	