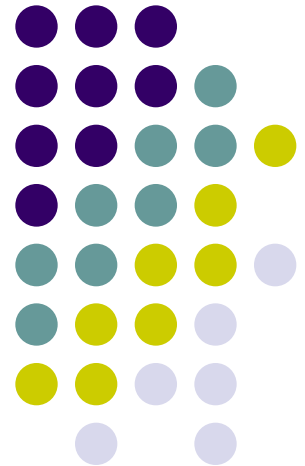


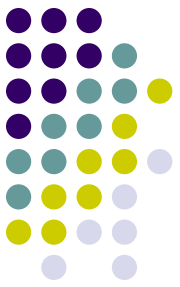
Introduction to Knowledge Management



Lecture #1

Suryo Widiantoro, ST, MMSI, M.Comm(IS)





Lecture Objective

Students can explain Knowledge Management basic concept, brief history of Knowledge Management, and the importance of Knowledge Management for individual, community, and organization







Knowledge

- Knowledge is an intellectual asset
- Using knowledge won't consume it
- Transferring knowledge won't lose it
- Knowledge is abundant but hard to use
- Knowledge could “leave” an organization





Shift of Age

- Industrial Age → Knowledge Age
- More worker doing less work → Less worker doing more work
- Cheap, homogenous labor → Expensive, expertise labor



Knowledge-based Organization



Organization which learns, remembers, and acts based on the best available information, knowledge, and know-how



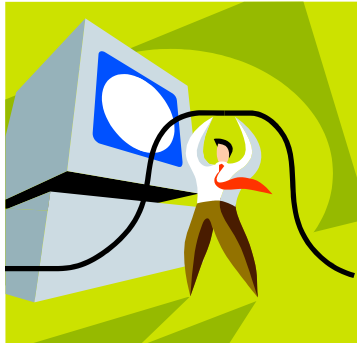
Knowledge Management

The process of applying a systematic approach to capture, structure, management, and dissemination of knowledge throughout an organization in order to work faster, reuse best practices, and reduce costly rework from project to project *(Nonaka & Takeuchi, 1995; Pasternack & Viscio, 1998; Pfeiffer & Sutton, 1999; Ruggles & Holtshouse, 1999)*



KM Objectives

The basic aim of knowledge management is to leverage knowledge to the organization's advantage (Nickols, 2000)



- Facilitate transition of retiring and its successor
- Minimize corporate memory's loss
- Identify critical areas and resources of knowledge
- Build toolkit of methods to manage intellectual capital

KM is Multidisciplinary



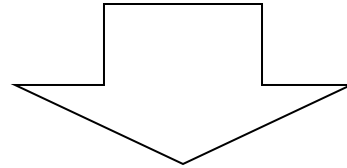
- Organizational science
- Cognitive science
- Linguistics
- Information technologies
- Information & library science
 - Technical writing & journalism
 - Anthropology & sociology
 - Education & training
 - Storytelling & communication studies
 - Collaborative technologies



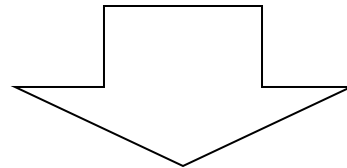


From Data to Knowledge

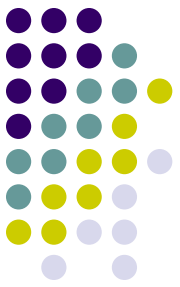
Data : *content that is directly observable or verifiable*



Information : *content that represents analyzed data*



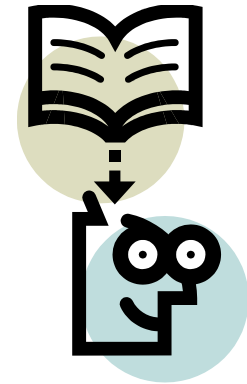
Knowledge : *content that is more subjective, based on individual values, perceptions, experience*



Knowledge Classification

Tacit knowledge:

- Difficult to articulate, to put into words, text, or drawings
- Tends to reside within the heads of *knowers*



Explicit knowledge:

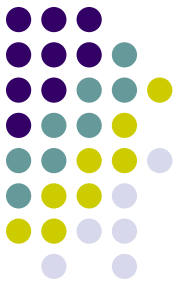
- Represents content that has been captured in some tangible form such as words, audio recordings, or images
- Usually contained within a tangible or concrete media





Brief History

- 1969 → ArpaNet
- 1980 → Expert System
- 1986 → KM concept
- 1989 → Start internal KM projects
- 1991 → Nonaka & Takeuchi
- 1993 → First KM book
- 1994 → First KM conference
- Mid 1990's → Start KM services
- Late 1990's → Implement KM and benefits
- 2000-2003 → KM courses in universities



Why KM is Important?

- Globalization of business
- Leaner organization
- “*Corporate amnesia*”
- Technological advances





KM for Individual

- Helps people do their jobs, thus saving time through better decision making and problem solving
- Builds a sense of community bonds within organization
- Helps people to keep up to date
- Provides challenges and opportunities to contribute



KM for Community

- Develops professional skills
- Promotes peer-to-peer mentoring
- Facilitates more effective networking and collaboration
- Develops a professional code of ethics that member can follow
- Develops a common language



KM for Organization

- Helps drive strategy
- Solves problems quickly
- Diffuses best practices
- Improves knowledge embedded in products and services
- Cross-fertilizes ideas and increases opportunities for innovation
- Enables organization to stay ahead of the competition better
- Builds organizational memory



Class Activities

Find an article on the Internet regarding Knowledge Management, summarize it, and discuss it on class



Thank you !



This is the end of today's lecture

