Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليـم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Knowledge Management & Intellectual Capital

1- Basic Information:

Course Name	Knowledge Management & Intellectual Capital
Course ID	BHR609
Contact Hours (Registered Sessions)	30
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	6

2- Pre-Requisites:

Course	ID
Managerial Leadership	BHR606
Human resource training	BHR604

3- Course General Objectives:

This course aims to enable the student to build and possess the appropriate skills to use and invest all knowledge and technologies available in the organization to redevelop and renew everything in terms of organization, technology and behaviuor to comply with modern factors and variables represented in the expansion of the internet applications and the information and communications revolution. To achieve this objective, the course has focused on clarifying the importance of information in accomplishing the work of the director, and the mechanism of transforming information into knowledge, which paves the way to show the characteristics of different knowledge and its different patterns and processes and how to manage and systemize it and measure its effectiveness, in addition to showing the importance of organizational learning as an important tributary of knowledge and its management, and finally the course focuses on the importance of intangible assets such as cognitive

creativity and highlighting the role of intellectual capital and its impact in creating added values for organizations.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The student comprehends how important useful information is in the manager's work and how to invest it to create competitive advantages, and explains its characteristics and how it can be used as knowledge.
ILO2	The student recognizes the concepts related to knowledge, its characteristics, factors affecting it, and distinguishes its types.
ILO3	The student understands how to perceive knowledge by managing its operations and areas of use and measuring its effectiveness.
ILO4	The student realizes how important organizational learning is as a basis for building knowledge, solving organizational problems and creating competitive advantages.
ILO5	The student understands the meaning of knowledge management systems, how they are designed, and the technological requirements needed to manage their operations.
ILO6	The student understands the importance of building intellectual capital, its role in creativity and creating added values in the organization's operations.

5- Course Syllabus (30 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions**; SS:** Synchronized Sessions**;**

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	First chapter- Information and Manager Work	6	4	☐ Exercises ☐ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO2	Second chapter- Knowledge	4	4	☐ Exercises ☐ Assignments ☐ Seminars	

				☐ Projects ☐ Practices ☐ Others	
ILO3	• Third chapter- Knowledge Management	6	6	☐ Exercises ☐ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO4	• Fourth chapter- Organizational Learning	4	2	☐ Exercises ☐ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO5	• Fifth chapter- Knowledge Management Systems and Technology	6	6	☐ Exercises ☐ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	
ILO6	• Sixth chapter- Knowledge Creativity and Intellectual Capital	4	2	☐ Exercises ☐ Assignments ☐ Seminars ☐ Projects ☐ Practices ☐ Others	

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	**PW**	**Ex**	**PF2F**	**Rpt**
ILO1	The student understands how	- The student	✓		✓		

the importance of useful information in the manager's work and how to invest it to create competitive advantages, and explains its characteristics and how it can be used as knowledge	distinguishes the difference between data and information - The student understands the properties of useful information - The student analyzes the reasons why the manager is searching for information that will help him accomplish his duties and roles effectively - The student describes the innovations that the computer's physical and software components led to and helped create what is called information technology - The students explains how upgrading information systems gives					

		the organization competitive advantages					
ILO2	The student understands the concepts related to knowledge, its characteristics, factors affecting it, and distinguishes its types.	- The student remembers the concept of knowledge, which is the basis of intellectual capital - The student knows the characteristics and patterns of knowledge such as generation, possession, storage and classification - He/ she approaches their understanding of knowledge through a knowledge map (visual presentation of information) - He/ she applies the concept of knowledge in its general form to electronic and administrative knowledge as	✓		✓		

		specialized knowledge - He/ she describes factors affecting knowledge					
ILO3	The student understands how to perceive knowledge by managing its operations and areas of use and measuring its effectiveness.	- He/ she understands the meaning of knowledge management associated with managing its operations - He/ she applies knowledge management processes to organizational reality through examples - He/ she compares the different forms of knowledge management - He/ she identifies areas for using knowledge management and its tools - He/ she knows the indicators that measure the	✓		✓		

		effectiveness of knowledge management					
ILO4	The student realizes how important organizational learning is as a basis for building knowledge, solving organizational problems and creating competitive advantages.	- The student becomes convinced that learning is one of the most important activities that contribute to the production of knowledge. - He/ she comprehends the concept of organizational learning, its methods and how to build an educated organization. - He/ she realizes the characteristics of educated organizations. - He/ she understands that proper knowledge management contributes to solving organizational	✓		✓		

		problems and creating competitive advantages that make the organization competitive and sustainable.					
ILO5	The student understands the meaning of knowledge management systems, how they are designed, and the technological requirements needed to manage their operations.	- The student analyzes the objective steps to design a system for discovering, possessing and applying knowledge. - The student recognizes the technology needed to manage knowledge processes, including hardware, software, communications, and the Internet.	✓		✓		
ILO6	The student understands the importance of building intellectual capital, its role in creativity and creating added values in the organization's	- The student distinguishes the differences between human and intellectual	✓		✓		

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operations.	capital. - He/ she realizes the concept of cognitive creativity. - He/ she shows the relationship between intelligence and creative thinking. - He/ she learns the concept of knowledge and creativity workers.					

7- Practice Tools:

Tool Name	Description

8- Main References

1- عبد الستار العلي، عامر قنديلجي، غسان العمر، المدخل إلى إدارة المعرفة، دار المسيرة، عمان، 2009.
2- ابراهيم الملكاوي، إدارة المعرفة: الممارسات والمفاهيم، دار الوراق، عمان، 2007.
3- نجم عبود نجم، الإدارة والمعرفة الإلكترونية: الاستراتيجية، الوظائف، المجالات، دار اليازوري، عمان، 2009.
4- عامر الكبيسي، إدارة المعرفة وتطوير المنظمات، المكتب الجامعي الحديث، الإسكندرية، 2004.

5- Jennes M. E., Knowledge in Modern Organization, Idea Group Publishing, Hershey, 2007.

6- Leavitt B., Mareh J., Organizational Learning, Annual Review of Sociology, Vol. 14, 2003.

7- Elias M., Awad M. G., Knowledge Management, International Edition, Prentice Hall, 2004.

8- Thierrauf R., Knowledge Management Systems for Business, (Westport: Quorum Books, 2003).

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9- **Additional References**

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