

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Master of Commerce (MCOM)

Semester - III

Course Code	PG03ACOM02	Title of the Course	KNOWLEDGE MANAGEMENT – I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To articulate and exemplify basics of knowledge management
	2. To build intellectual capital which can improve business performance by contributing to the knowledge economy
	3. To know about time management in purview of knowledge management
	4. To practically understand about how to achieve excellence in management.

Course Content		
Unit	Description	Weightage (%)
1.	KNOWLEDGE MANAGEMENT: <ul style="list-style-type: none">• Knowledge Management- An Introduction• Data, Information & Knowledge• Techniques of Transforming the Knowledge• Methods of Knowledge Management• Function of Knowledge Management• Knowledge Management Framework• Knowledge Management Programme	25 %
2.	INTELLECTUAL CAPITAL: <ul style="list-style-type: none">• Introduction• Meaning of Intellectual Capital• Component of Intellectual Capital• Understanding Intellectual Capital• Human Capital, Customer Capital & Structural Capital• Methods for Measuring Intellectual Capital• Leadership, Motivational & Empowerment Index	25 %

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3.	MANAGEMENT Of TIME: <ul style="list-style-type: none">• Introduction & Concept of Time• Significance of Time Management• Fundamental Truths About Time• Causes of Time Wastage• Effective Use of Time• Pruning Time Wasters• Self-Management• Time management Tips for Professors, College Students & Business Consultants Steps for Effective Time Management	25%
4.	EXCELLENCE IN MANAGEMENT: <ul style="list-style-type: none">• Organizational Effectiveness• Managerial Effectiveness• Effectiveness v/s Efficiency• Mckinseys'7s Model• (Shared Values, Strategy, Structure, Systems, Style, Staff and Skills)• Culture of Excellent Organizations• Goal Setting: Concept & Importance of Goal• Dream v/s Goal• Reasons for failure of Goal Setting- SMART Goals (Specific, Measurable, Achievable, Realistic, Time Bound)	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Direct Lecture• Power Point Presentations• Seminars• Students Presentations• Questions-Answers during lectures.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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Course Outcomes	
1.	Articulate and exemplify basics of knowledge management (Understand)
2.	Building intellectual capital can improve business performance by contributing to the knowledge economy. (Understand)
3.	Understand about time management in purview of Knowledge Management.
4.	Practically understand about how to achieve excellence in management.

Suggested References	
Sr. No.	References
1	Elias M. A. and Hassan M. G., Knowledge management, Pearson Education, India
2	Debowski Shelda, Knowledge management, Wiley India, New Delhi

On-line resources to be used if available as reference material
On-line Resources
http://egyankosh.ac.in/handle/123456789/1
https://egyankosh.ac.in/bitstream/123456789/10177/1/Unit-2.pdf
https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/HRM/3KnowledgeManagement.pdf
