

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230510</b>	<b>SEMESTER</b>	<b>5th (dir. Organizations Management)</b>
<b>TITLE</b>	<b>KNOWLEDGE MANAGEMENT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Laboratory Exercises		3	5
<b>COURSE TYPE</b>	OPTIONAL COURSE (Dir.)		
<b>PREREQUISITE COURSES</b>			
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://exams-sod.the.ihu.gr/course/view.php?id=276">https://exams-sod.the.ihu.gr/course/view.php?id=276</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>It is commonly accepted in world literature that in the modern competitive environment, knowledge is a cornerstone of the competitiveness of any body/business/organization. The course aims to understand the importance of knowledge management, the process of creating, absorbing, and transferring it. The course will present the basic terms, theories, models, and ways of transferring knowledge and training of business staff, taking into account cutting-edge technologies and effective learning tools.</p> <p>The course, apart from the administrative and business dimension, will approach the science of psychology, biology, and at the same time computer science. The ultimate goal of the course is to enable the student to transfer knowledge in and out of the company, effectively, using the appropriate tools and methods.</p> <p>More specifically,</p> <ol style="list-style-type: none"> <li><b>KNOWLEDGE:</b> Regarding the best possible recording of knowledge, an effort is made to enhance the auditory, visual and kinesthetic stimuli that students receive, and this is done through the use of verbal and non-verbal communication methods. During the lecture the teacher tries to identify memories from the students who attend the course, practices, and emotions, intensifying the readiness of the students to accept the new knowledge.</li> <li><b>UNDERSTANDING:</b> Understanding is achieved through the interpretation of questions that are asked, while conclusively used in each case j) the technique of framing, where the problem is</li> </ol>

adapted to the situation of the respondent, ii) the technique of anchoring at points of interest, and iii) his technique through which students are asked to change roles and approach the question in a different light.

3. APPLICATION: Following the knowledge transfer model of Nonaka / Takeuchi, the application and classification of the newly acquired knowledge in the existing knowledge background of the students follow. At this stage, a more practical application of knowledge is examined using examples from everyday work practice.

4. ANALYSIS: Then, in the model of the same knowledge transfer model, the analysis and the deeper understanding of the context of the action and its effects are planned.

5. COMPOSITION: The following composition proposes according to the standards of internalization, adaptation, and re-creation of knowledge by students who are called to create, compose, and mainly explain phenomena and behaviors.

6. EVALUATION: In the final stage of the evaluation, the conclusions are defined and evaluated either by bibliographic references or by the use of audiovisual media through interaction.

**Upon successful completion of the course students will be able to:**

- Recognize explicit from tacit knowledge and the value of empirical knowledge
- Recognize ways of transmitting knowledge inside and outside the workplace
- Understand the biological processes of knowledge creation
- Develop analytical and critical thinking skills related to knowledge management theory
- To develop skills that will help them find ways to optimally transfer knowledge, staff training, and communication within companies and organizations.
- Demonstrate in-depth knowledge of key behaviors and practices related to knowledge management and innovation in organizations
- Recognize and understand the key factors of a knowledge management system through real case studies

#### **General Skills**

- ✓ Information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Work in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas

### **3. COURSE CONTENT**

**Week 1:** Introduction to Knowledge Management, Basic Concepts, and Examples Using Audiovisual Material

**Week 2:** Process of organizational learning and basic Models of knowledge transfer.

**Week 3:** Nonaka & Takeuchi knowledge transfer model. Analysis and implementation of a relevant questionnaire

**Week 4:** Creating knowledge in practice - Case Studies of Companies

**5th & 6th Week:** New Technologies and knowledge management, on the threshold of the 4th industrial. The role of artificial intelligence in learning (basic analysis of TN in decision making)

**Week 7 & 8:** Diffusion of Knowledge and Blockchain.  
**9th & 10th Week:** Organizational Knowledge.  
**Week 11:** Preparation of student assignments  
**Week 12:** Basic principles in adult education  
**Week 13:** Review material and presentation of student work related to a) in-house training or b) new technologies and learning mechanisms.

**4. TEACHING AND LEARNING METHODS - ASSESSMENT**

<b>TEACHING METHOD</b>	In class	
<b>ICT USE</b>	AR Use of AR / VR learning media.  -E-mail / Zoom Meetings	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Practice Exercises	26
	Teamwork in a case study regarding the functions of Knowledge Management	15
	Practice Exercises focusing on the application of methodologies and analysis of case studies in smaller groups of students	20
	Individual practice tasks	20
	Self-study	30
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>I. Written final exam (50%) that includes multiple-choice and/or development questions</p> <p>II. Writing and Presentation of Group / Individual Work [Analysis of scientific publication] (50%)</p> <p>The evaluation criteria of the work are as follows:</p> <p>1. Written work content evaluation criteria:  In-depth information investigation  Use of multiple bibliographies  Appropriate structure, speech flow, and correct use of the Greek language  Reliable analysis of the object  Critical thinking and discussion  Adequate coverage of the issue</p> <p>2. Evaluation criteria for the presentation of a written work (group &amp; individual):  Organization of the presentation</p>	

	Professionalism in presentation Use of shapes, tables, colors, etc. Audience communication skills Strict adherence to the presentation schedule How to answer the questions from the audience The test material is posted on Moodle and time before the test is spent on answering questions about the test material. A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.
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## 5. REFERENCES

### *-Suggested bibliography:*

- 9789963274673  
Easterby-Smith Mark, Lyles Marjorie  
2017 Organizational Learning Handbook and  
Knowledge Management  
BROKEN HILL PUBLISHERS LTD
- 9600328005 Nonaka I. and Takeucci, Ch. 2003 The business of Knowledge  
Kastaniotis Publications
- 978-960-418-918-2 DalkirKimiz, 2021 Knowledge Management TZOLA Publications  
and SONS SA
- 9789605311469  
Gamble P.  
2004 Knowledge Management DIAVLOS SA  
Book publishing
- 9789603519775 Rossidis I.,  
Aspridis G. 2017 Knowledge Management PUBLICATIONS  
STAMOULI SA