

## Social Media and Knowledge Management Syllabus

### Objective

Make the students understand why and how organizations implement Social media for knowledge Management.

### Importance of knowledge sharing in the Internet

Knowledge transfer - within and outside organizations- Knowledge sharing is important for organizational success- Social perspectives of KM in the Internet era- human effect on knowledge sharing.

### Social Learning from the inside out

Creation and sharing of knowledge – Measuring the impact of social media connection, communication and collaboration – challenging our assumptions – making sense of the sharing of social knowledge

### Social media adoption for knowledge sharing

Culture as knowledge – concept of knowledge – cultural synergy –cultural competence/Intelligence/ Diversity – Perspective of cultural approach – what underlying problems are prompting these cultural barriers – organizational cultures set for knowledge Development – Theories Practiced

### Social knowledge tools, techniques and technologies

Challenges and opportunities of social media – collaborative projects – Blogs – content communities – social networking sites – Virtual social worlds – Data Syntheses – Web 2.0 meets LM and KM – social software driven approach to LM – tools and environments – Benefits of the proposed approach

### References:

1. John P Girard & Joann L Girad 'Social Knowledge using Social media to know what you know', Sage Publishing Release, 2010. Copyright © 2011.
2. Amrit Tiwana, 'The Essential guide to Knowledge Management', Pearson education – 2001.
3. Ratnaja Gogula, 'Knowledge Management', A new dawn – ICFAI-2002.