

**Subject card**

<b>Subject name and code</b>	Knowledge Management, PG_00132350						
<b>Field of study</b>	International Business						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2024/2025		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	1	<b>Language of instruction</b>			Polish English 100%		
<b>Semester of study</b>	1	<b>ECTS credits</b>			1.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Zakład Strategii i Zarządzania Przedsiębiorstwem -> Katedra Organizacji i Zarządzania -> Faculty of Management						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Piotr Wróbel				
	<b>Teachers</b>		dr hab. Piotr Wróbel				
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		5.0		5.0	25
<b>Subject objectives</b>	The primary aim of the course is to understand the impact of the Knowledge Era on enterprises, public organizations, and the labor market, particularly in the area of strategies and knowledge management processes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	The student knows and understands the basic economic principles and other conditions of knowledge management related to the given qualification	[SW4] test/exam - oral or written
	[[IBL3_W03] knows and understands selected research methods and tools, including IT tools and data acquisition techniques, which are applicable to international business issues	The student knows and understands selected research methods and tools that are used in knowledge management issues	[SW4] test/exam - oral or written
	[[IBL3_U01] can interpret and explain economic phenomena, analyse their causes, course and connections within these phenomena using the acquired knowledge of international business, economics and finance and complementary disciplines	The student can interpret and explain economic phenomena, analyze their causes, course, and interrelations using the acquired knowledge in the field of knowledge management	[SU4] test/exam - oral or written
	[[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	The student knows and understands the basic concepts and terminology of knowledge management	[SW4] test/exam - oral or written
	[[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	The student is ready to perform his/her professional role responsibly, adhering to business ethics and standards in the work environment	[SK4] test/exam - oral or written
	[[IBL3_U05] can identify and evaluate selected risks related to international business	The student can identify and assess selected risks associated with knowledge management	[SU4] test/exam - oral or written
[[IBL3_W08] knows and understands principles of economic decision making by individuals acting within social and business structures	The student knows and understands the principles of making economic decisions by entities operating within social and business structures	[SW4] test/exam - oral or written	
Subject contents	<p>1. Alvin Toffler's Third Wave concept, the development of the information society  2. Knowledge management strategies in organizations: personalization vs. codification  3. The knowledge management process in organizations  4. Learning organizations  5. The knowledge spiral  6. Intellectual capital essence and measurement</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	100.0%
Recommended reading	Basic literature	<p>1. L. Edvinsson, P. Ordóñez de Pablos (2020) Intellectual Capital in the Digital Economy, Routledge</p> <p>2. A. Toffler (1987) The Third Wave, Random House Value Publishing Staff</p> <p>3. Probst G., Raub, S. and Romhardt, K. (2000) Managing Knowledge: Building Blocks for Success, Chichester, Wiley</p>	
	Supplementary literature	<p>1. W.G. Bennis (2009) On becoming a leader, Basic Books</p> <p>2. Nonaka I., Takeuchi H. (1995) The Knowledge-Creating Company: How Japanese companies create the dynamics of innovation, Oxford University Press</p>	

	eResources addresses	Adresy na platformie eNauzanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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