

Subject card

Subject name and code	Knowledge Management, PG_00188068						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			English	
Semester of study	1		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Department of Organisation and Management -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Piotr Wróbel, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		45.0	75
Subject objectives	The aim of the course is to familiarise students with the role of knowledge and intellectual capital in contemporary organisations and to develop their ability to identify, acquire, and use knowledge supporting organisational performance and professional development in the business environment. Students will become familiar with the fundamental concepts, models, and processes of knowledge management, as well as the importance of knowledge as a strategic organisational resource.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[IBL3_W02] has an advanced knowledge and understanding of the structure and functioning of international business, in particular the role of enterprises, markets and institutions in the global economy..		The student knows and understands the fundamental concepts, models, and processes of knowledge management and intellectual capital in contemporary organisations, as well as their significance for organisational functioning and development.			[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion	
	[IBL3_U03] is able to select appropriate sources of information and analyse and synthesise data in order to solve international business problems under conditions of uncertainty.		The student is able to use information sources to identify and analyse factors supporting the development of knowledge and intellectual capital in organisations operating in the International Business environment.			[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written	

Subject contents	Lectures: 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 Classes: 1. Personal knowledge management 2. Building individual intellectual capital using the 7 Habits of Highly Effective People 3. Habit 1: Be proactive 4. Habit 2: Begin with the end in mind 5. Habit 3: Put first things first 6. Habit 4: Think win-win 7. Habit 5: Seek first to understand, then to be understood 8. Habit 6: Synergie 9. Habit 7: Sharpen the saw									
Prerequisites and co-requisites	Course Requirements A final grade for the course can be awarded only after a student has received a passing grade in all class components specified in the course syllabus (lectures and classes). Passing each component is a prerequisite for passing the course.									
Assessment methods and criteria	<table><tr><td>Subject passing criteria</td><td>Passing threshold</td><td>Percentage of the final grade</td></tr><tr><td>class assessment</td><td>51.0%</td><td>50.0%</td></tr><tr><td>written exam</td><td>51.0%</td><td>50.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	class assessment	51.0%	50.0%	written exam	51.0%	50.0%
Subject passing criteria	Passing threshold	Percentage of the final grade								
class assessment	51.0%	50.0%								
written exam	51.0%	50.0%								

Recommended reading	Basic literature	Edvinsson, L., & Ordóñez de Pablos, P. (2020). <i>Intellectual capital in the digital economy</i>. Routledge. Toffler, A. (1987). <i>The third wave</i>. Random House Value Publishing. Probst, G., Raub, S., & Romhardt, K. (2000). <i>Managing knowledge: Building blocks for success</i>. Wiley.
	Supplementary literature	Bennis, W. G. (2009). <i>On becoming a leader</i> (Revised ed.). Basic Books. Nonaka, I., & Takeuchi, H. (1995). <i>The knowledge-creating company: How Japanese companies create the dynamics of innovation</i>. Oxford University Press. Wróbel Piotr (red.), 2022, Gdańsk, Wydawnictwo Uniwersytetu Gdańskiego, 201 s., ISBN 978-83-8206-399-8 Wróbel Piotr, Rutka Marek, W: Kultura organizacji: uwarunkowania zewnętrzne i wewnętrzne oraz zmiana kulturowa / Czubasiewicz Halina, Wróbel Piotr (red.), 2025, Sopot, Centrum Myśli Strategicznych, s.58-72, ISBN 978-83-66843-36-3 Wróbel Piotr, Zeszyty Naukowe Politechniki Śląskiej. Organizacja i Zarządzanie, 2023, nr 178, s.771-792. Przejdź do dokumentu po identyfikatorze cyfrowymDOI:10.29119/1641-3466.2023.178.43
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.