



**Code: SECS-P/10**

**Credits: 6**

**Matter: Knowledge Management**

**Main language of instruction: Italian**

**Other language of instruction: English**

## **Head instructor**

Prof. Marco Valeri – [marco.valeri@unicusano.it](mailto:marco.valeri@unicusano.it)

## **Introduction**

### *1. Objective of the course:*

The teaching of the course "Knowledge Management" aims primarily to students to achieve rigorous and practical learning of the content of Knowledge management. This course will focus on introduction about organizational system, basic principles of the company and basic principles of competitiveness.

## **Objectives**

### *2. Course Structure:*

The aim of the course is to provide the basic elements of organizational knowledge creation, basic knowledge management systems and organizational learning processes. The course will explore a) aspects of the enhancement of knowledge in enterprise-environment adaptation, b) the relationships between the types of knowledge within the companies, 3) knowledge management methods and tools. The course will focus on the strategic relationship between cognitive dynamics and temporal dynamics.

The professor through intranet hangs on the case studies for reading, analyzing and solving individually. The cases will be discussed in class **which requires a previous work by the students.**

## **Competencies:**

- To understand and know how to use terms within a business framework.
- To know and understand the business framework of company and be able to apply it to practical cases in the business world.
- To be able to work in another language and use terminology and structures related to the economic-business world.
- To acquire problem solving skills based on quantitative and qualitative information.
- To be able to search for, interpret and convey information.
- To acquire the abilities to solve problems and make decisions using relevant information, applying the appropriate methods and placing the problem within the organization as a whole.
- To be able to descriptively summarise information.
- To be able to work with academic papers.
- To acquire the ability to relate concepts and carry out analytical exercises and their synthesis.
- To acquire skills for independent learning.
- To be able to create arguments which are conducive to critical and self-critical thinking.
- To acquire the ability to put knowledge into practice.
- To be able to retrieve and manage information.
- To know how to apply the main policies for capital structure and asset management.



## Syllabus

### 3. Programme of the course:

The course is divided into three teaching modules:

#### **MODULE I - Processes for creating organizational knowledge**

- 1.1. Entrepreneurial culture
- 1.2. Corporate governance process (I)
- 1.3. Corporate governance process (II)
- 1.4. Organizational intelligence
- 1.5. Organizational knowledge
- 1.6. Change management

#### **MODULE II - Knowledge management and organizational learning processes**

- 2.1. Learning Organization
- 2.3. Knowledge Management
- 2.4. Knowledge Governance
- 2.5. Intellectual Capital
- 2.6. Network analysis

#### **MODULE III - CASE STUDIES**

- 3.1. Acea case study
- 3.2. Olivetti case study
- 3.3 Brembo case study

#### **Evaluation system and criteria**

The exam will take place in one of the following ways:

a) **Written exam**, consisting of three open questions. The wrong answer will less 1/3 right answer;

b) **Oral examination**

The evaluation of the written test will be determined by the degree of knowledge, training and legal rigor that is manifested in the response to the question and, not least, also assess the correction in the expression of legal language. The contents of the response are considered for qualification with explanations correspond mainly given by the professor during the lecture sessions, with regulatory support and case law indicated in these sessions. Also, consider the complement of learning with recommended reading. The topics discussed during the e-tivity program are included in the final evaluation.

#### **Bibliography and resources**

##### 4. Materials to consult:

The teaching material is divided into 3 modules. It entirely concerns the program and each one contains lecture notes, slides and video lessons in which the Teacher comments the slides. This material contains all the elements necessary to deal with the study of the subject.

##### 5. Recommended bibliography:

VALERI M. (2013), Evoluzioni dell'impresa turistica. Agriturismi e alberghi diffusi, Aracne, Roma;



**UNICUSANO**  
ROME

VALERI M., PECHLANER H., GON M. (2016), Innovazione, sostenibilità e competitività. Teoria ed evidenze empiriche, Giappichelli, Torino