

## **Integrating KM Learning Activities into Business Management Curriculum Instruction**

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*Abstract:* -The purpose of this study is to discuss the importance of knowledge management for enterprises and individuals and to gain abilities of knowledge management through a finance investing management activity in college business course learning. The learning activity includes designing a personal fund management chart and discussing how to develop a student's ability of knowledge management. After participating the activity, students can learn how to express and share their opinions in fund investment. The anticipated benefit of this study for students is to learn the abilities of knowledge obtaining, transformation, application, innovation, protection and so on.

*Key-Words:* Knowledge Management(KM) □ Business Knowledge Management □ Personal Knowledge Management(PKM) □ Fund Management

## 1 Introduction

With the arrival of the era of knowledge economy and the network development, the ways of science and technology including the type of students' study, the source of obtaining knowledge, personal knowledge management, etc. have great changes.

This study regards finance investing management activity in college business course learning as the example. The learning activity includes designing a personal fund management chart and discussing how to develop a student's ability of knowledge management. The purpose of this study is to discuss the importance of knowledge management for enterprises and individuals and to gain abilities of knowledge management through a finance investing management activity in college business course learning.

## 2 Backgrounds

### 2.1 Definition of knowledge

Knowledge is a core of knowledge management. It wants to implement the intension which should be distinguished from knowledge first in knowledge management. The definition of knowledge of Davenport & Prusak is as follows [1]:

(1) Type of knowledge attitude: Knowledge is a mixture that flows, changes and upgrades as stimulation and study at any time.

(2) Composition of knowledge: The composition of knowledge includes the experience, value, situation information and professional insight.

(3) Main function of knowledge: Knowledge can offer a structure of consultation in order to assess, combine and stimulate the information and experience, and to form the new structure and to guide decision and behavior.

(4) Subject that knowledge stores: Produce and utilization via the knowledge user's intelligence don't merely exist in the file and knowledge but also in customary job, procedure, practice and culture .

### 2.2 Meaning of knowledge management

[2] defines the knowledge management as follows:

(1) The activities of knowledge management are knowledge checks, assessment , supervision , plans , make , study , circulation , combines , protects , innovative activity, and treat knowledge as the assets to manage , promote the value of knowledge.

(2) The course of knowledge management is to combine internal and external knowledge and organize the knowledge internalization.

In sum, the categories of knowledge management are obtaining, searching, choosing, introducing, changing, appearing, organizing, sharing, protecting, creating, storing, using about knowledge. The meaning of knowledge management regards knowledge as the noumenon, the individual and group are via the use for knowledge and application to promote the essence benefits of individuals or the group. It is a final goal of knowledge management.

### 2.3 The ability of knowledge management to enterprises

Nowadays, we are experiencing the era of knowledge economy; every enterprise can become knowledge type business, improve the value of enterprises through knowledge management. So, knowledge management has already been turned into an important subject in business administration. It can create value and accumulate the competition advantage well by managing knowledge. The core of effective knowledge management is people that cooperate with the information system, fast accumulating and spreading the experience and information to create enterprise's unique knowledge capital.

Enterprises bring into knowledge management function by storing knowledge, standardization, file if at the same time knowledge can be spread out in enterprises, and usually adopt the following knowledge management tools: database, software of virtual group, enterprise resource planning(ERP), E-learning, virtual group operating, etc..

By the brief introduction of

above-mentioned knowledge management tools, we can know that knowledge management has also already tended to the electronization, networking. So, if we manage knowledge well through information science and technology, the members will need to possess the following stated abilities at least: [3] (a) Ability to encode, (b) Ability to decode, (c) Ability to use information and knowledge, and (d) Ability to cooperate and communicate with others efficiently by integrating information.

#### **2.4 The ability of knowledge management to individual**

At present, knowledge management is in an important position because of information overloading, the power of knowledge, diverse ways of obtaining knowledge, needs of interpersonal relationship, long life learning.

In order to solve the knowledge which is needed by workers, [4] defines personal knowledge management can roughly be sorted out for five major fields: (a) Personal relationship management, (b) Personal mobile communication management, (c) Personal document database management, (d) Personal time management, (e) Personal network resource management. It proves that personal knowledge management should be contained with abilities to search and administer information, establish personal knowledge management framework, and use knowledge management tools well: information software and hardware.

#### **2.4 The ability of knowledge management to students**

If schools are able to strengthen, train students' knowledge management ability, it will promote the study effects and expand students' vision in study. While carrying on learning course planning, integrating with knowledge management into the learning activity, will train students to be capable of suiting the international job market.

At present, some experts and scholars have invested relevant research and correlated curriculum to develop. According to Chen Chun Qing's study [5] of "The construction

of knowledge management competences for college business and management students", this study which discussed and built the ability indexes of student knowledge management is designed for the learning activity. This ability indexes include four competence categories: knowledge acquisition, conversion, application, and protection; eight competence items: knowledge selection, acquisition, learning, storage, structure, creation, dissemination, and protection management; and thirty-two knowledge management indicators. The activity in this study expects not only to train students to possess above-mentioned personal knowledge management ability, but also to be able to suit the future international job market.

### **3 Research method**

#### **3.1 Research framework**

The research method of this study is mainly to inquire and conclude the knowledge management ability that individual needs to possess for job and life, and design an learning activity for further discuss how the school educates students to possess personal knowledge managerial ability in feasible way. Fig. 1 shows this research framework.

#### **3.2 Research purpose**

The purpose of this study is to discuss:

- (1) The importance and need of knowledge management ability to enterprise and individual.
- (2) The way of training students' ability of knowledge management through a learning activity.

### **4 Activity Design**

#### **Learning activity design**

- (1) Unit: Designing a personal fund management chart

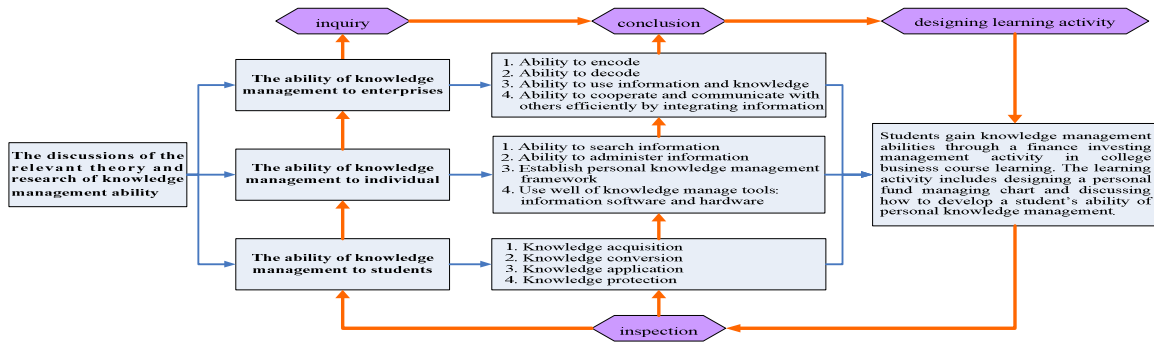


Fig. 1 The research framework in this study.

(2) Participation: The third grade students in business and management college.

(3) Teaching material analysis: With the arrival of knowledge management times, no matter accumulating individual's profession, working knowledge or making the investment, knowledge management plays an important role. Knowledge becomes the important ability in work, and benefits personal life and finance investment. Theory of E-learning mentioned by "Learning theories and the design of E-learning environments" [6], advocating the interdisciplinary approach to enhance students' ability of problem solving like an expert who can easily retrieve relevant information to solve the problem at hand. This activity integrates finance, computer teaching, and knowledge management theory, in order to train up students' multiple abilities. Designing personal fund management chart and making investment in fund in this learning activity help students possess the ability to solve problem and can be applied to the study, life, job market, and share their innovative opinion. All above-mentioned are the spirit of personal knowledge management.

(4) Unit goal: (a) Understand the basic investment conception, (b) Can use webpages to search necessary information, (c) Can pick necessary information properly,

(d) Can operate Microsoft Excel basic function, (e) Can make the fund management chart according to the personal demand, (f) Can transform the information into personal knowledge from fund management chart, and (g) Can use the knowledge to the investment activity in fund.

(4) The assessment of activity: (a) Whether students could finish the chart successfully, (b) Whether students can transform, apply the knowledge and participate in making decision to invest, and (c) Observe the course of student's judge, decision and investment effect.

(5) Expected benefit: (a) Students search, discuss, observe, reason, and introspect voluntarily to build and construct the personal knowledge management system. (b) Making the best of major information, digital tools to solve the problem. (c) Train personal knowledge management ability, apply to actual life, and become the financing sage.

(6) Activity procedures: according to Chen ChunQing's study [5] of "The construction of knowledge management competences for college business and management students", and the expected benefit, the activity of designing a personal fund management chart is shown in Fig. 2.

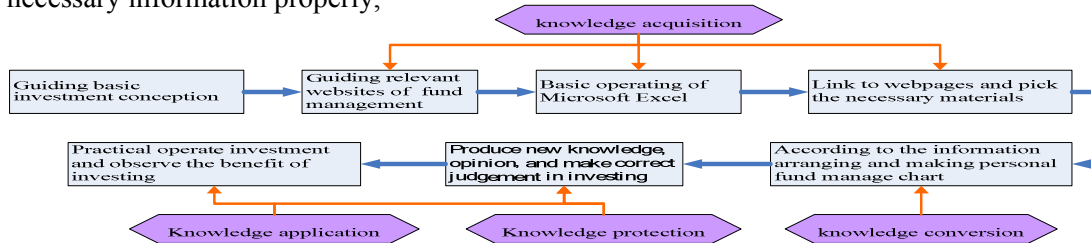


Fig. 2 The activity design of this study.

### Teaching strategy

[6]According to theory of E-learning mentioned in "Learning theories and the design of E-learning environments", it indicates the interdisciplinary approach is the appropriate method to enhance students' ability of problem solving like an expert. This study adopts interdisciplinary ways of educational planning, students investigate activity, problem solving leading learning, and heuristic method, and integrates finance, computer teaching, and knowledge management theory to train up students' multiple abilities.

### Research range and limit

- (1) Research range:
  - (a) Participation: The third grade students in business and management college
  - (b) Research tools: Microsoft Excel, Fund DJ webpage  
<http://www.funddj.com>,  
GOGOFUND.COM  
<http://www.gogofund.com>,  
Yahoo finance  
<http://tw.money.yahoo.com>,  
Yahoo stocks  
<http://tw.stock.yahoo.com>
- (2) Research limit:
  - (a) Participation: This activity is designed for knowledge management course, and the participants are the third grade students in business and management college, who tend to participate the activity and to possess about equal ability background.
  - (b) Investment target: Observing the investing benefit by market-timing investment after a semester.

## 5 Conclusion

Knowledge management plays an important role to enterprises and individuals day by day, and individuals must have and acknowledge digital information management as modern indispensable basic ability to adapt the modern life and employed market

### 5.1 Personal knowledge management to enterprise and individual

- (1) Ability of constructing the information search system.
- (2) Ability of organizing and encoding information.
- (3) Ability of understanding, transforming, and applying information.
- (4) Ability that transforms information into knowledge and can be spread.
- (5) Use knowledge to interact with others, communicate effectively, and produce new knowledge or the ability of the original idea.
- (6) Make the best of the information, ability of promoting the efficiency of management of knowledge by digital tool.

### 5.2 The way to train students' ability of knowledge management

In order to let students make good preparations for obtaining employment and promoting the personal competitiveness, according to the characteristic of knowledge management theory and the basis of E-learning theory, the learning activity in this study designs personal fund management chart. The adopted teaching strategies include: (a) Interdisciplinary planning, (b) Regard student as the core of investigate learning, (c) Enlighten teaching model to incorporate topical activity, and enhance knowledge management ability to students.

To sum up, successful knowledge management should include the clear performance goal, perfect individual and searching system combined with proper tools and methods, so the school must have systematic planning and policy of knowledge management course for this target. With the systematized learning activity, students can be capable to trend of the day and possess the key ability to the life.

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