

**COURSE SYLLABUS: Part B**  
**ITS 360: Knowledge Management**  
**Campbell University @ Lejeune: Distance Education Blended Course**

**Note:**

Syllabus Part A: Standardized for all Camp Lejeune Blended courses.

[http://web.campbell.edu/faculty/martinh/Camp%20Lejeune%20Blended%20Course%20Syllabus\\_Part%20A.pdf](http://web.campbell.edu/faculty/martinh/Camp%20Lejeune%20Blended%20Course%20Syllabus_Part%20A.pdf)

Syllabus Part B: Instructor course specific information

**Term:** Spring I 2012 (January 10<sup>th</sup> – March 5<sup>th</sup>)

**Instructor:** Herman Martin

**E-mail:** [martinh@campbell.edu](mailto:martinh@campbell.edu)

**Home Phone:** 252-393-1288

**Classroom Meeting Times:** This is a “blended course. Blended learning is a combination of classroom and online learning where online learning replaces some classroom instruction. Blended courses provide some of the conveniences of online courses without the complete loss of face-to-face contact. The majority of instruction will take place in the classroom. Classroom instruction @ Camp Lejeune will be approximately one day each week as follows:

**Tuesdays, 7:50 – 10:15: Stone Street, Building 825**

**Additional Information on Campbell’s Learning Program @ Lejeune:**

<http://campbellcamplejeune.com/>

**To Access Campbell’s Blackboard Academic suite:**

<http://www.blackboard.campbell.edu/>

**Course Description:** Identification and organization of knowledge resources such as expertise, skills and competencies; knowledge organization methods such as classification, cataloguing taxonomies and metadata; search strategies and information retrieval; acquiring knowledge in the digital age, knowledge discovery through data mining; management of information and knowledge organizations; organization of information and knowledge resources; competitive intelligence through knowledge representation.

**Prerequisite:** ITS 345.

**Textbook:**

Essential Guide to Knowledge Management, The: E-Business and CRM Applications

Amrit Tiwana, Georgia State University, Atlanta

ISBN-10: 0130320005, ISBN-13: 9780130320001, Publisher: Prentice Hall

Copyright: 2001

Web site: [www.pearsonhighered.com](http://www.pearsonhighered.com)

**Course Materials:**

1. Internet access with appropriate computer hardware and software (browser & e-mail) for online portion of instruction using Blackboard.
2. Portable USB storage device.

**ITS 360 Course Outline**

<b>Week</b>	<i>Topics</i> <i>Note: Specific weekly assignments listed at Blackboard</i>	<b>Textbook Readings</b>	<b>Exams</b>
1	Introduction Understanding E-Business, CRM, and KM.	Chapter 1 Chapter 2	
2	A Roadmap for Success. Aligning Strategy and Technology Choices	Chapter 3 Chapter 4	
3	Audit and Analysis.	Chapter 5	Midterm
4	Building an Implementation Team.	Chapter 6	
5	Blueprinting the Technology Infrastructure	Chapter 7	
6	Results-Driven Development and Deployment.	Chapter 8	
7	Leadership, Change Management, and Corporate Culture.	Chapter 9	
8	Evaluation, Measurement, and Refinement.	Chapter 10	Final

**Grading Policy and Procedures:** Official grades will be issued for each student at the end of the term. Students will be graded by the letter grade system shown below.

Your grade will be based on these course components:

Discussion Board/Participation	100 Points
Assignments	100 Points
Quizzes	200 Points
Midterm	300 Points
Final Exam	300 Points

**Maximum Total Points: 1000**

Grades are computed on a total point system using the following scale:

1000 – 900 points	=	A
899 – 800 points	=	B
799 – 700 points	=	C
699 – 600 points	=	D
Below 600	=	F

**Course Learning Outcomes:** Students completing ITS 360 with a passing grade will be able to:

- Define, relate, and illustrate Knowledge Management concepts.
- Define and relate E-Business concepts.
- Define and relate Customer Relationship Management (CRM).
- Define, relate, and illustrate Knowledge-Enabled Customer Relationship Management (KCRM).
- Define, relate, and illustrate the KCRM roadmap.
- Define and relate the KCRM strategic technology.
- Define, relate and apply the audit of customer knowledge.
- Design and assemble an implementation team for KCRM.
- Define and relate the customer lifecycle concept.
- Appraise KCRM development and deployment.
- Define and recall big-bang systems development methods.
- Define, relate, and illustrate corporate culture.
- Define, relate, and illustrate change management.
- Define, relate, compare, and illustrate traditional, basic and comprehensive KCRM metrics.

**Note: General Education Competencies and Learning Outcomes of Campbell University that apply to this course are listed in a separate document @ Blackboard.**

**Discussion Board/Class Participation:** Students will be expected to participate on time in class discussions posted on the discussion board. Questions on the discussion board will be posted in which I expect all students to respond. The discussion board will be used to help answer questions and I expect all to participate, either by asking questions or help in answering other students' questions. A portion of your final grade will come from your participation on the discussion board. You will find that the more you participate in the discussion board, the more you will learn. The discussion board is essential for successful course completion and maximum course grade. Students are expected to make mature and professional comments on the discussion board.

**Assignments:** Assignments help you understand and complete this course. There will be readings and Internet activities assigned on weekly basis. Completing the assignments on time will prepare you for quizzes and exams. Late work will be penalized. The Blackboard platform has a variety of resources available to assist you in completing assignments.

**Quizzes and exams:** Exams will be given the week they are scheduled as stated in the course outline. Quizzes will typically be given on a weekly basis and will help you master the course material and prepare you for the exams. If you will miss a quiz or exam please let me know in advance.

**Formatting Requirements:**

You are expected to professionally prepare and type all written assignments. Print assignments on standard, white 8.5 x 11-inch paper. Double-space the text of your paper, set margins on all sides to 1 inch, and use a legible font such as Times Roman with a 12 pt. font size. Additional formatting requirements may be identified by your instructor.

**//End of Course Syllabus, Part B**