

 <p>Since 1951</p>	<p align="center">B. J. VANIJYA MAHAVIDYALAYA (Autonomous) (Grant-in-Aid) (Affiliated to Sardar Patel University) Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC Syllabus with effective from June - 2025</p>
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Master of Commerce (M.Com.)
Semester - III

Course Code PB03ACOM52	Title of the Paper Knowledge Management – I	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To explore the concepts, techniques, methods, functions, frameworks, and programs of knowledge management. 2. To explore the concept, components, measurement methods, and the role of leadership, motivation, and empowerment in managing intellectual capital. 3. To explore the concept, significance, causes of time wastage, self-management, and time management tips, along with steps for effective time management. 4. To explore organizational and managerial effectiveness, McKinsey's 7S model, the culture of excellence, and the principles of goal setting, including SMART goals. 	

Unit	Course Description Description	Weightage
1.	KNOWLEDGE MANAGEMENT: <ul style="list-style-type: none"> • Knowledge Management- An Introduction • Data, Information & Knowledge • Techniques of Transforming the Knowledge • Methods of Knowledge Management • Function of Knowledge Management • Knowledge Management Framework • Knowledge Management Programme 	25%
2.	INTELLECTUAL CAPITAL: <ul style="list-style-type: none"> • Introduction • Meaning of Intellectual Capital • Component of Intellectual Capital • Understanding Intellectual Capital • Human Capital, Customer Capital & Structural Capital • Methods for Measuring Intellectual Capital • Leadership, Motivational & Empowerment Index 	25%
3.	MANAGEMENT Of TIME: <ul style="list-style-type: none"> • Introduction & Concept of Time • Significance of Time Management • Fundamental Truths About Time 	25%

	<ul style="list-style-type: none"> • Causes of Time Wastage • Effective Use of Time • Pruning Time Wasters • Self-Management • Time management Tips for Professors, College Students & Business Consultants • Steps for Effective Time Management 	
4.	EXCELLENCE IN MANAGEMENT: <ul style="list-style-type: none"> • Organizational Effectiveness • Managerial Effectiveness • Effectiveness v/s Efficiency • Mckinseys'7s Model • (Shared Values, Strategy, Structure, Systems, Style, Staff and Skills) • Culture of Excellent Organizations • Goal Setting: Concept & Importance of Goal • Dream v/s Goal • Why Goal Setting Fails? SMART Goals (Specific, Measurable, Achievable, • Realistic, Time Bound) 	25%

Teaching- Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/ Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	To know and understand about basic of Knowledge management.
2.	To know and understand about use of Intellectual capital in knowledge management.
3.	To know and understand about time management.
4.	To know and practically understand about how to achieve excellence in management.

Suggested References:	
Sr. No.	References
1.	Elias M. A. and Hassan M. G., Knowledge management, Pearson Education, India
2.	Debowski Shelda, Knowledge management, Wiley India, New Delhi
3.	On-Line Resources available that can be sued as Reference Material http://egyankosh.ac.in/handle/123456789/1