

Knowledge Management in Business Firms: *What, Why and How Well?*

February 23-24, 2012

Programme Director

Dr. C. S. Arora

Professor & Area Chair (OM)



“The basic economic resource – the means of production – is no longer capital, nor natural resources, nor labor. It is and will be knowledge” — Peter Drucker

Background

In today's highly competitive business environment, it is crucial for organizations, whether large or small, or whether in service sector or in manufacturing, to continually differentiate their products and services to gain competitive advantage. Organizations all over the world began the process of learning how to use and “manage” the new resource called – knowledge. Knowledge Management is a management function that has emerged as an accepted discipline within the operations in modern organizations based on well-connected Information Systems.

The understanding of importance, role, and performance assessment of the Knowledge Management System in business organizations – particularly in knowledge intensive service firms – is very crucial for survival and growth of such organizations to achieve the cutting-edge differentiation.

Your organization can achieve such a distinction too, and this programme will enable you realize this goal.

Objective

The programme has been designed with the following objectives:

- To familiarize the participants with basic concepts and practices of knowledge management and its linkage with the effectiveness of their organizations.
- To provide a forum for sharing with them the experiences from leading corporate sector organizations who have used Knowledge Management at various stages.
- To suggest broad approaches for designing and implementing knowledge management system in their respective organizations.
- To highlight the importance of human and cultural factors in successful implementation of knowledge management systems in the organizations
- To demonstrate select KM tools which have been found useful by industry in implementing Knowledge Management systems, and
- To explain an integrated framework of assessing performance of Knowledge Management System.

Contents

The two-day programme will cover the following major topics:

- Basic Concepts of Knowledge and Knowledge Management
- Types of knowledge and implications for knowledge management
- Corporate and strategic context of knowledge management - benefits to the business firms
- Role of information and communication technologies
- Some well-known Knowledge Management tools & techniques
- Guide for establishing Knowledge Management systems in organizations
- Measuring the effectiveness of knowledge management through an integrated framework developed through extensive research
- Knowledge management: Indian experiences
- Future of Knowledge Management in e-government, e-learning, and information management

For Whom

The Programme is aimed at senior and middle level executives/ management professionals in business and industry from any discipline (whether HR, Strategy, Information Technology, Marketing, Finance or Operations), who are keen to learn about Knowledge Management concepts and practices and to leverage the strengths of Knowledge Management for enhancing their competitiveness. The Programme will also be useful to forward-looking top level management persons from small organizations interesting in harnessing organizational knowledge, as well as for academicians in educational institutes interested in introducing and promoting courses in Knowledge Management area.

It would be beneficial if the corporations sponsor an inter-functional team of senior managers, so that they develop an integrated perspective.

Resource Faculty

Besides the Programme Director having intensive research experience in the field of Knowledge Management and over 38 years of cross-functional experience, the resources faculty also comprises of other AIM core faculty in IT and Operations. In addition, the programme will have experts from academia and industry with extensive senior management experience in corporate sector.

Pedagogy

The programme delivery will have a judicious mix of interactive lecturers, case studies, presentation, final discussions and experience sharing.

Venue & Duration

The programme is scheduled during February 23 - 24, 2012 on non-residential basis at the campus of Asia-Pacific Institute of Management, New Delhi.

The programme will start at 10.00 am on February 23, and formal sessions will end at 2.30 pm next day after Lunch. However, fellowship and interaction opportunity with resource faculty will be available till 5.00 pm on February 24, 2012.

Programme Fee

The Programme Fee structure given below includes the cost of training, lunch/ refreshments, participant's kit and resource material. Service tax @ 10.3% is payable extra.

- INR 5000/- per participant from Corporate sector and PSUs. (However Early Bird discount of 10% for upto 2 participants and 15% for 3 or more participants is available, if the nomination(s) with payment is received before 16th January 2012)
- INR 2500/- per participant from Academic Institutions and NGOs
- INR 1500/- per participant for Research Scholars and Management Students.

Registration Remittance

Fees are payable by **DD** in favour of '**Asia Pacific Institute of Management**' payable at **New Delhi**.

Payment may be made through the following means

1. Electronic fund transfer to Savings A/C
2. Demand draft, payable at New Delhi or pan-India cheque payable at par in favor of 'Asia-Pacific Institute of Management, New Delhi

Please inform us of the transaction details once payment is made.

Name of Account Holder : ASIA PACIFIC INSTITUTE OF MANAGEMENT
Pan No. : AAA TA 1400 G
Service Tax Regd. No. : AAA TA 1400 GST-001
Bank : Indian Bank, Jasola Branch, New Delhi
Account No. : 700405478
Account type : Savings
IFSC Code : IDIB000J033

Enquiry

For any information, please write or e-mail to The Senior Manager (MDP), Asia-Pacific Institute of Management

E-mail: araina@asiapacific.edu (**Mobile: 9818120201**), or the Programme Director at csarora@asiapacific.edu (**Phone: 011 - 42094815; Mobile: 9868259509**)

Programme Director

Dr C.S.Arora has been working with Asia-Pacific Institute of Management, New Delhi since October 2010 as Professor in the areas of Operations Management and MIS/IT. He has handled additional administrative responsibilities as Area Chairperson for both these areas, Chairman of Media Relations as well as Chairman of Sports Committee of the Institute. He also edits Asia-Pacific Review, AIM's quarterly newsletter,

Dr Arora serves on the Doctoral Committee of Jamia Hamdard University as Adjunct Faculty. He has been an AIMA "Accredited Management Teacher" and also serves as an expert on AIMA's AMT Accreditation Board.

Dr C.S. Arora holds a PhD (Business Administration) from Aligarh Muslim University after his MBA from FMS, University of Delhi. His doctoral dissertation was on "**Emerging Knowledge Management Performance Measures for Consulting Firms.**" He had his first degree in engineering from Delhi College of Engineering followed by a post-graduate Diploma in SQC & OR from Indian Statistical Institute.

Dr Arora has had multi-disciplinary experience in scientific, academic, consulting and government organizations – including an assignment as an international consultant with United Nations -- and so he has discharged a multiple blend of roles in management domains as a manager, trainer, faculty, recruitment advisor and expert for Government and allied organizations. During his last official position as Director (EDP) in Indian census organization (Ministry of Home affairs), he was instrumental in setting-up the in-house IT infrastructure for 1991 Census and he had also acted as National Project Director for a UNFPA project on modernization of Indian census office, providing him with insights into IT projects implementation with international collaboration. Earlier, he worked in Engineers India Ltd., BHEL and Dept. of Atomic Energy in various positions.

Regarding his published academic contribution, apart from 12 papers/articles in the areas of MIS/ KM, he has to his credit 44 professional reviews for ACM's Computing Reviews journal. He has represented Govt. of India and presented country papers in 3 UN meets, and chaired sessions and presented papers in various International/National Conferences. He has traveled to USA, Bangladesh, Thailand, Indonesia, UK, Germany, Holland, Hungary and Norway on training /study tours and to Afghanistan for a UNFPA assignment.

Asia-Pacific Institute of Management

Asia-Pacific Institute of Management (AIM) is ranked amongst the top Business Schools in the country. Established in 1996, the institute has achieved a status of distinction by following the path envisioned by its founders. Their passion for supreme quality management education is evident in every endeavor undertaken at the institute. Asia-Pacific is proud of its faculty consisting of dedicated thought leaders, an infrastructure that can compete with the best and a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of the management, the faculty and the staff enables Asia-Pacific to groom business leaders capable of contributing towards a global corporate order. A robust interface with Industry is ensured through guest lectures, industry visits and industry training opportunities. A mutually beneficial relationship is encouraged between the industry and the academia through a mutual exchange of practical and conceptual aspects of management knowledge.

Centre for Management Development Programmes

Institute aims to emerge as a prominent centre for management education which is evident in every endeavor undertaken at the institute. Asia-Pacific is proud of its faculty consisting of dedicated thought leaders, an infrastructure that can compete with the best and a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of the management, the faculty and the staff enables Asia-Pacific to groom business leaders capable of contributing towards a global corporate order.

A symbiotic relationship is encouraged between the industry and the academia through a mutual exchange of practical and theoretical aspects of management science. Our management educational programmes attempt to help executives in broadening their understanding and improving their skills to prepare them to face the challenges at higher positions. Programmes of varying duration and structure focus on the current areas of interest to executives at the senior, middle or junior management levels.



ASIA-PACIFIC INSTITUTE OF MANAGEMENT

3 & 4, Institutional Area, Jasola, New Delhi 110025

☎ Tel.: 42094800 ☎ Fax: 26951541

• Email ID: araina@asiapacific.edu

• Web: www.asiapacific.edu

NOMINATION FORM

Programme on
Knowledge Management in Business Firms: *What, Why and How Well?*
(February 23-24, 2012 at New Delhi)

1. Nominee Name (s):
2. Designation (s) :
3. Sponsoring Organization :
4. Correspondence Address :

5. Mobile No(s). of Nominee(s) :
6. Email ID of first Nominee :
7. Fax :

8. Registration fee payment details:
Demand Draft no./ Date :
Drawee Bank and Branch :
Amount :
Or
EFT Transaction details:

Signature:
Date:

Note: 1. Payment is to be made by Demand Draft in favour of "Asia Pacific Institute of Management" payable at Delhi or by Electronic Fund Transfer.
2. All communications related to the workshop would be made by email only at araina@asiapacific.edu or csarora@asiapacific.edu

Please send the completed registration form to:

The Senior Manager (MDP)
Asia Pacific Institute of Management
3 & 4, Institutional Area, Jasola. Opp. Sarita Vihar
New Delhi – 110 025. India
Mail: araina@asiapacific.edu