

आ नो भद्राः क्रतवो यन्तु विश्वतः
Let noble thoughts come to us from all sides.
Rigveda , 1-89-I

Certificate in Knowledge Engineering and Management

"The fountain of all knowledge is in every one of us."
- Swami Vivekananda

KIKEM
**KnowledgeFountain Institute
of Knowledge Engineering & Management**

(A Div. of KnowledgeFountain)
PP Paradise, B-Wing, 2nd Floor, Near Gurudwara,
Ambadi Road, Vasai Station (W), Thane - 401202, MS, India.
Tel: 95250-3290568 (0250 from outside Mumbai)

Certificate in Knowledge Engineering and Management

Introduction

Indian Institute of Knowledge Engineering & Management (KIKEM) invites applications from HR managers to join '**Certificate in Knowledge Engineering and Management (CKEM)**'. CKEM is the first of its kind course launched in India for management executives to train them in Knowledge Management.

This program gives sound theoretical grounding in Knowledge Management and trains in skills to develop strategies and framework for implementation of KM systems and procedures. This is very rewarding for management professionals giving them fresh perspective on their strategic role in human capital management. This program equips participants to plan and conduct in-house workshops to educate employees and launch KM circles.

This program will be an outstanding distinctive qualification that will take participants to the next level on their career path. CKEM is a qualification that adds enduring value to their resume. It will add a new dimension to your performance as a certified knowledge professional.

You very well understand that the globalised economy is driven by knowledge. No wonder, knowledge management has become a strategic management imperative for all leading companies all over the world. KM has become a critical component in human resource policies. For leading organisations HR policies are KM centric given the realisation that adopting KM strategies to build sustainable competitive advantage and for driving growth is not optional. Now every worker is a Knowledge Worker. *Managing knowledge and learning is very much a holistic challenge.*

You need not be told about the importance of **managing knowledge** as a strategic and most sustainable competitive advantage. The discipline of knowledge management has become a hot topic in business because of its prospects for dramatic improvement in organizational effectiveness. KM has taken the centre stage in corporate strategic planning. As Peter Drucker put it, *"Knowledge is and will be the basic economic resource."*

Scholars and observers from diverse perspectives, sociology, economics and management science, agree that *managing knowledge is a fundamental driver of organizational progress* in the modern business environment. Harvard sociologist, Bell (1973) presented one of the earliest analyses of the changes that might accompany the increase in knowledge use.

Stanford economist, Romer (1990), published the first quantitatively rigorous treatment of how the use of knowledge affects economic growth. Management guru, Peter Drucker (1993), provided a historical perspective of how recent economic changes could be framed within a business context.

The dynamics of the modern marketplace provide a premium to those that are able to *utilize their intellectual assets* effectively and efficiently. These companies will be the survivors of tomorrow. The question to ask them is—what and how can one develop effective knowledge management and learning systems? Is success derived from technology, from process systems, from employees, from leadership? The simple answer is from all.

Managing knowledge and learning is very much a holistic challenge. It is as much a challenge of managing the parts as it is of managing the whole, simultaneously and seamlessly. KM helps in building survival defences for the organization.

Knowledge engineering and management is a management imperative in today's global knowledge economy. Companies have to compete on the basis of their knowledge. A company's ability to acquire knowledge and put it to use is crucial for survival and growth. No wonder, more and more companies are taking to Knowledge Engineering and Management (KEM) that offers a strategic and most sustainable competitive advantage. KEM is at the centre stage in corporate strategic planning for dramatic

improvement in organizational effectiveness. Knowledge Engineering and Management requires special training to translate knowledge into tangible competitive advantages. Top companies in India like the TATAs and many others have launched their own ambitious KEM initiatives. KIKEM's program in KEM gives your executives solid grounding in fundamentals, tools and techniques of KEM.

Who should join?

This course is for both junior and senior management executives. Every manager is essentially a knowledge worker and must know KEM.

How the course is delivered?

The course is offered through distance mode as it is entirely a self-study course for busy executives and engineers. Internet technologies are utilized for delivery of the program. Lessons are sent via e-mail every week along with assignments. Participants are expected to study them within given time and complete the assignments. However, as the participants are understandably busy executives they are given more time to study these lessons. Continuity holds the key in successful completion of this program.

Pedagogy :

Lucidly written, self-explanatory, printed self-study material is dispatched to the participants. There are assignments for submission. A CD ROM containing additional select reading material is provided.

How the learners benefit?

As every executive works with knowledge he masters the tools, techniques and methods of implementing KEM in various processes he is associated with. This gives him an insightful perspective and perception of his role within the organization. It fine tunes his understanding of the vision of the organization. This training enhances the participant's work performance in terms of efficiency and overall productivity. Very significantly, it enables him to develop a powerful perception for innovation.

What is taught?

Program contents: CKEM provides excellent theoretical grounding in Knowledge engineering and management. Participants learn how to implement knowledge management systems. CKEM prepares participants for the Advanced Diploma in Knowledge Engineering and Management (ADKEM).

There are 21 courses in this program.

1. The Knowledge Economy
2. The Background of Knowledge Management - the Evolution of KM
3. Fundamentals of KM
4. KM in Knowledge- based Enterprises
5. Developing KM Strategies
6. KM Strategy implementation -Problems and Solutions
7. KM Processes - Capturing Knowledge, Knowledge Codification, Analysis and Collaboration Process, Securing Knowledge, Knowledge modelling, Packaging Knowledge, Knowledge Transfer, Deployment of Knowledge, Building Knowledge Exchange, Building knowledge into Work activities, Building Knowledge System, Knowledge Management Life Cycle
8. Knowledge Creation Company - Creating Knowledge Culture
9. Knowledge Engineering - Understanding Basic Concepts
10. KEM and Innovation
11. KEM and Intellectual Property Rights

12. Technologies for KEM - Intranets, weblog publishing, Building Knowledge Repositories, etc.
13. Making KEM work
14. Aligning KM programs to Business Strategies
15. Managing Knowledge Workers - Insights from Peter Drucker and other KM Thought leaders
16. Chief Knowledge Officer - CKO
17. Human Resource Management (HRM) and KEM - the changing role of HRM
18. Building Learning Organisations
19. Case studies of successful KEM practices (Case study of Buckman Labs, Tata Steel, Xerox, Monsanto, British Airways, BP, Amoco, Cellemi, Chevron, CMG, Ford, Hewlett-Packard, IBM, IVL),
20. Business Impact of KEM
21. KEM initiatives in India (A case study of VKCs of Dr. M.S. Swaminathan Research Foundation)
22. Project work and Certification

Program delivery: Distance education mode to facilitate self study to suit one's convenience

Duration: 9 months

Program fee: Rs. 15,500 (To be remitted by a Demand Draft/ Crossed cheque drawn in favour of 'Knowledge Fountain LLP' made payable at Mumbai. Allow three weeks for the delivery of the study material.)

Note: The course material is research-based and copyright of KIKEM. All disputes are subject to the jurisdiction of the Mumbai High Court.

“Tomorrow is closer than you think.” - Peter Drucker

If you are not competing with knowledge you are not competing to win.

- J.M. Nimitz

Knowledge Engineering and Management - vital strategy for survival and growth

Every organisation has to pay more and more attention to Knowledge Engineering and Management - KEM. The knowledge content of products, services and social activities in general is steadily growing. Scholars and observers from diverse perspectives, sociology, economics and management science, agree that ***managing knowledge is a fundamental driver of organizational progress*** in the modern business environment.

Tom Stewart of The Fortune Magazine recently put it rightly, *“The quintessential raw material of the Industrial Revolution were oil and steel. Well, more than 50% of the cost of extracting petroleum from the earth is now information gathering and information processing. As for steel... big producers used to need three or four man-hours of labour to make a ton of steel. Now steelmaking, using sophisticated computers, requires only 45 man-minutes of labour per ton. The intellectual component has grown and the physical component shrunk.... If steel was the quintessential product of industrialism, the talismanic product of the Information Age is the microchip. The value of the chips produced today exceeds the value of the steel produced. What makes them valuable? Certainly not their physical component. Chips are made mainly from Silicon, that is, from sand, and not much of it. The value is mainly in the design of the chip, and the design of the complex machines that make it. Its chief ingredient is knowledge. Add to all this up and you come to a simple conclusion: more and more of what we buy and sell is knowledge. Knowledge is the principal raw material. Knowledge is come to be recognized as a valuable asset.”*

Knowledge engineering and management is a management imperative in today's global knowledge economy. Companies have to compete on the basis of their knowledge. A company's ability to acquire knowledge and put it to use is crucial for survival and growth. No wonder, more and more companies are taking to Knowledge Engineering and Management (KEM) that offers a strategic and most sustainable competitive advantage. KEM has become a hot topic in business because of its prospects for dramatic improvement in organizational effectiveness. Clearly, KEM has taken the centre stage in corporate strategic planning.

As Peter Drucker put it, ***“Knowledge is and will be the basic economic resource.”*** In simple words, the key function of management is to engineer and manage knowledge. Management must encourage new knowledge to come forward. Everyone's knowledge must be tapped. Knowledge that one doesn't understand must be managed and people must be encouraged to learn. It is important to make every employee understand his/her knowledge role. Companies must prepare ground for successful implementation of KEM by training employees in KEM skills and practices.

Knowledge Engineering and Management requires special training to translate knowledge into tangible competitive advantages.

There is no sustainable advantage other than what a firm knows, how it can utilize what it knows and how fast it can learn something new! Globalization of the economy has put terrific pressure on firms for increased adaptability innovation and process speed. There is a growing awareness of the value of specialized knowledge as embedded in organizational processes and routines, in coping with the breakneck pressures of globalization. No wonder we have positions created in corporates vice president-intellectual capital, Direction-KEM, Chief knowledge Officer, etc. Leading companies all over the world are heavily investing in KEM.

The next society will be a knowledge society. Knowledge will be its key resource, and knowledge workers will be the dominant group in its workforce.

Its three main characteristics will be:

- Borderlessness, because knowledge travels even more effortlessly than money.

- Upward mobility, available to everyone through easily acquired formal education.

- The potential for failure as well as success. Anyone can acquire the “means of production”, ie, the knowledge required for the job, but not everyone can win.

Together, those three characteristics will make the knowledge society a highly competitive one, for organisations and individuals alike. Information technology, although only one of many new features of the next society, is already having one hugely important effect: it is allowing knowledge to spread near-instantly, and making it accessible to everyone. Given the ease and speed at which information travels, every institution in the knowledge society—not only businesses, but also schools, universities, hospitals and increasingly government agencies too—has to be globally competitive, even though most organisations will continue to be local in their activities and in their markets. This is because the Internet will keep customers everywhere informed on what is available anywhere in the world, and at what price. Knowledge technologists are likely to become the dominant social—and perhaps also political—force over the next decades.

This new knowledge economy will rely heavily on knowledge workers. At present, this term is widely used to describe people with considerable theoretical knowledge and learning: doctors, lawyers, teachers, accountants, chemical engineers. But the most striking growth will be in “knowledge technologists”: computer technicians, software designers, analysts in clinical labs, manufacturing technologists, paralegals. These people are as much manual workers as they are knowledge workers; in fact, they usually spend far more time working with their hands than with their brains. But their manual work is based on a substantial amount of theoretical knowledge which can be acquired only through formal education, not through an apprenticeship. They are not, as a rule, much better paid than traditional skilled workers, but they see themselves as “professionals”. Just as unskilled manual workers in manufacturing were the dominant social and political force in the 20th century, knowledge technologists are likely to become the dominant social—and perhaps also political—force over the next decades.

India is rapidly emerging as Knowledge-based super power.

The very meaning of the word ‘Bharat’ is ‘the one engrossed in knowledge’ (‘Bha’ means ‘knowledge’ and ‘rat’ means ‘engrossed’) India has always been a Knowledge-based society. We even evolved a unique topology of knowledge and explored the all frontiers of the spirituality of the universe. Indian seers and thinkers reached to the summit of thought. They were essentially knowledge workers. Time has come to regain the knowledge leadership for the nation. – Nani. A. Palkhivala

No wonder, India has emerged as a potent force in knowledge-driven economies of today. Significantly, the Prime Minister of India announced formation of ‘National Knowledge Commission’ under the chairmanship of Shri. Sam Pitroda. Yet India as a KEM-based economy has a long way to go. Sadly, educational institutions in India prepare students in academic knowledge and those who acquire functional knowledge do not understand the management of their knowledge. Now one will survive, grow and prosper only on the power and strength of one’s knowledge.

Managing knowledge as a vital competitive advantage is a clear business imperative today. No wonder all companies all over the world have launched KEMS - Knowledge Management Systems as a survival, sustainability and growth strategy in today’s globalised world.

Knowledge Management is emerging as an important career option. Individuals and companies must know KEM. Knowledge workers are the highest paid in the industry. One must learn the science, skills, crafts, tools and techniques of KEM. KEM has become necessary for every individual, company and nation. One has to face the competition on the strength of one’s knowledge. Now people work more and more with their knowledge. Investment in KEM is now a core investment and top management concern in every leading company.

Given the information explosion on the wings of technological development, every new developments occur so rapidly that every seven years, as experts confirm 50% of information in the world becomes obsolete. With this knowledge too depreciates! One must learn to upgrade one’s knowledge and manage it. What is not properly managed cannot be utilized property and cannot be converted into a winning resource. One must build and enrich one’s knowledge assets. This has to be done scientifically and methodically for sharpening it as a competitive advantage.

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Organizations will have to become learning organization with emphasis on KEM to create a motivated and energized work environment that supports the continuous creation, collection, use and reuse of both personal and organization knowledge in the pursuit of business success. Central to this equation are two fundamental assets: People (whose knowledge resides in skills, expertise, experience, intuition, etc) and organization (whose knowledge is embedded within its culture, processes and systems) How well these assets can be capitalized on defines the extent of competitive advantage that extent of competitive advantage that may be built. The prices of acquiring and using such assets (which are often referred to as generative assets) is what we have come to refer to as KEM.

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- Prakash Almeida , Director, KnowledgeFountain

(From the resources of Indian Institute of Knowledge Engineering & Management, a division of KnowledgeFountain.)

About KIKEM

KnowledgeFountain Institute of Knowledge Engineering and Management has been founded with a vision to make more and more people knowledge professionals. KIKEM believes that man has always survived and thrived as a knowledge worker. If provided the necessary enabling ecosystem, every human being has the capacity of becoming a knowledge professional and contribute better to the society in his many role. KIKEM considers itself as a powerful tool for social change and socio-economic empowerment. A team of eminent knowledge workers is associated with the endeavours of Institute for Knowledge Usage Development. KIKEM offers Knowledge Engineering and Management (KEM) solutions to all types of organisations. It is focussing on harnessing traditional knowledge for the benefit of society at large. Given the acute shortage of trained and skilled Knowledge Workers, KIKEM has taken initiative to train human resource at all levels in the vital skill of KM.

KIKEM has developed unique training programs and workshops for making people knowledge professionals. Specialised training programs too are offered. KIKEM is committed to empower society through knowledge. Its motto is : Transforming Human Potential Into Human Performance through knowledge management. KIKEM is developing various need-based Knowledge products. It has undertaken an ambitious project to translate 500 important books (knowledge texts, Open Courseware knowledge texts) on various fields of knowledge from various languages into Indian languages. Under its commitment to bridge the '*knowledge divide*' through the transformational technologies like IT KIKEM is committed to launch Knowledge Centres all over Maharashtra. A unique Village Knowledge Centre (Knowledge Fountain) model has been built successfully which has the tremendous potential to unleash the entrepreneurial and developmental of the people in the rural India.

Prakash Almeida IIM-A

Founder-Director

MA (Eco) MA(Hist.) MA (Eng Lit), MA(ELT), MA (Linguistics), MA (Defence & Strategic Studies), MA (Distance Education), PGDDE, DBM, DCSM, DSEI, DEIM, DMM, DMC(Journ.), DES, DAPR

Mr. Almeida is author of over 10 books. He has edited and translated many books on a variety of subjects. He is a well known corporate trainer. He is trained with IIM Ahmedabad and IIM-Calcutta in KEM.)

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PP Paradise, B-Wing, 2nd Floor, Near Gurudwara, Ambadi Road, Vasai Station (W), Thane-401202, MS.
(M) 8600178825 / 9325032547
e-mail: knowledgefountain@gmail.com Visit: www.knowledgefountain.org

**Certificate Course in Knowledge Engineering & Management
(CKEM)**

Enrollment Form

FOR OFFICE USE

Batch.: _____ Enrolment No.: _____ Date: _____

Paste Passport Size
Photograph Here

Fee payment details:

To,
The Course Director,
KnowledgeFountain Institute of Knowledge Engineering & Management,
Vasai, Thane.

Dear Sir,
Enroll me for your 'Certificate Course in Knowledge Engineering & Management.' I have enclosed a Crossed Cheque / Demand Draft for Rs. 15,500 drawn in favour of 'Knowledge Fountain' LLP made payable at Mumbai. Dispatch the study packages at:

Name

Currently working with

Designation

Work responsibilities

Any experience in KEM

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Telephone No.

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- 3) The fee or any part of it is not refundable on any account. It is our obligation to dispatch the study material as per the schedule.
- 4) Any legal dispute shall be subject to the jurisdiction of the courts at Mumbai, Maharashtra.

Date:

Signature

