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**Tiruchirappalli- 620024,**  
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**Programme : M.A.HUMAN RESOURCE MANAGEMENT**  
**Course Title :KNOWLEDGE MANAGEMENT**  
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**UNIT – I**  
**Introduction to Knowledge Management**

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# Introduction to Knowledge Management

Foundations, Concepts, and Challenges

# Agenda

- 1. What is Knowledge Management (KM)?
- 2. The Knowledge Continuum
- 3. Knowledge Society
- 4. Knowledge Access and Mapping
- 5. Foundations of Knowledge Management
- 6. Intellectual Capital and KM
- 7. KM Advantages and Challenges
- 8. Ethics in KM
- 9. The Knowledge Management Cycle

# What is Knowledge Management?

- • Definition: Systematic approach to capturing, sharing, and managing knowledge.
- • Purpose: Improve efficiency, innovation, and decision-making.

# The Knowledge Continuum

- • Stages:
  - - Data → Information → Knowledge → Wisdom
- • Transition mechanisms: Context, understanding, and application.

# Knowledge Society

- • Characteristics:
  - - High value on knowledge creation and dissemination.
  - - Technology as an enabler.
- • Importance: Drives innovation and economic growth.

# Knowledge Access and Mapping

- • Knowledge Access: Ensuring availability and usability of knowledge.
- • Knowledge Mapping: Identifying knowledge assets and gaps.

# Foundations of Knowledge Management

- • Data: Raw facts and figures.
- • Information: Processed data with meaning.
- • Knowledge: Information applied in context.
- • Wisdom: Insightful application of knowledge.



# Intellectual Capital and KM

- • Intellectual Capital:
  - - Human Capital: Skills and expertise.
  - - Structural Capital: Processes and databases.
  - - Relational Capital: Customer and partner relationships.

# Advantages of Knowledge Management

- • Enhances organizational efficiency.
- • Promotes innovation and creativity.
- • Improves decision-making processes.
- • Facilitates better customer service.

# Key Challenges for KM

- • Resistance to change.
- • Maintaining data quality.
- • Ensuring security and privacy.
- • Measuring KM effectiveness.

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# Ethics in Knowledge Management

- • Ethical Principles:
  - - Transparency in sharing knowledge.
  - - Respect for intellectual property.
- • Challenges: Balancing openness and confidentiality.

# Knowledge Management Cycle

- • Stages:
  - - Knowledge creation.
  - - Knowledge storage and retrieval.
  - - Knowledge sharing.
  - - Knowledge application.