

Krasniuk Svitlana Oleksandrivna

Kyiv National University of Technologies and Design

(Kyiv)

COURSE "KNOWLEDGE MANAGEMENT"

AS A COMPONENT OF THE MBA TRAINING PROGRAM IN UKRAINE

The MBA training program is comprehensive - it harmoniously combines issues of management, marketing and financial management. At the same time, it provides the student with the opportunity to specialize in accordance with the peculiarities of his practical activity. Based on the study of Western experience, it can be argued that the MBA program provides for two stages of training: at the first stage, attention is paid to the basics of management; at the next stage, selective disciplines aimed at strategic management are studied: innovation finance, marketing, human resources and knowledge.

Knowledge Management is one of the key management concepts that influence current business development trends, along with total quality management (TQM), business process improvement and reengineering (BPI, BPR), e-commerce, Balanced Scorecard, EVA, ABC.

So, the course Knowledge Management - should be based on an integral approach to the creation, accumulation and management of codified and non-codified corporate knowledge. The purpose of studying the course is to teach the effective use of knowledge and information accumulated in the company. The course is intended for development directors, marketing directors, heads of information and analytical departments, IT and HR directors.

The main sections of the discipline: Introduction to knowledge management; Knowledge management tasks; The main stages of a knowledge management project; Diagnostics of knowledge resources and information sources; Knowledge Exchange; Motivating employees to share knowledge; Knowledge Center and its main functions; Information support business; Knowledge Center and its main functions; Company knowledge management; Development of knowledge

management policies in the company; Implementing Knowledge Management Policies. Summarizing.

Our suggestions for the practical part of the course "Knowledge Management": The standard duration of the practical part of the course is 10-16 hours. The program for each group is adjusted by the teacher taking into account the sector of the national economy where the undergraduates work. In the course of practical exercises, it is advisable to conduct the following training: the main groups of participants in the project on knowledge management are formed, representing various departments of the company; Groups define their role and tasks in a knowledge management project, corresponding to the objectives of the corporate units; participants determine the effectiveness of Knowledge Management for their unit; Each group performs a "pilot project" corresponding to the real task of the unit; Groups plan the strategy and tactics for further actions, using the most effective Knowledge Management tools for these purposes; identifies the main directions of interaction between groups / divisions and establish effective communications; the Knowledge Management Community is being formed, its main functions and tasks are determined.

In addition to conducting the training, the practical part of the course provides for conducting laboratory studies involving the implementation of a research project with the aim of consolidating in practice an understanding of the processes of locating and monitoring knowledge management systems. The lab provides for the use of specialized IBM Lotus applications: Lotus Discovery Server and Domino Extended Search.

According to leading Western analysts in the coming years, corporate investments in knowledge management grow at an accelerated pace. Therefore, the inclusion of the selective course "Knowledge Management" in the Master of Business Administration training program is currently a pressing issue. After all, knowledge management, in the near future, will become a key technology that defines the global management paradigm as a whole.