

INSC451: Information Management in Organizations

SPRING 2017 SECTION 001

Delivered Online (Asynchronous)

Instructor: Kitty McClanahan, Ph.D.
Office: 451-D Communications Bldg
Office Hours: Wed. 10am-12pm & by appointment

E-mail: kmclan3@utk.edu
Phone: (865) 974-8942

COURSE DESCRIPTION

In the Information Age, effective information management is vital to the success of all kinds of organizations. Your professional life after completing your education is likely to involve some kind of affiliation with an organization, whether as an employee, manager, consultant, owner, executive, or client. Understanding how information works within an organizational context should be an essential component of your skill set. This course provides a practical survey of key concepts related to information's role in an organization, such as knowledge management, organizational learning and memory, intellectual capital, communities of practice, archiving and records management, information and data governance, cybersecurity fundamentals, and knowledge acquisition, representation, sharing, and auditing. The contribution of information technology to the emergence and continuing development of information management processes is also explored.

COURSE OBJECTIVES

Students who complete the requirements for INSC 451 will be able to:

- Identify various types of organizations and their corresponding information management challenges.
- Understand the issues associated with selecting, preserving, and providing access to an organization's records and archives.
- Describe and apply the fundamental concepts and techniques associated with Knowledge Management, and understand its implications for an organization's responsiveness to its competitive environment and ability to be innovative.
- Know the contributions of information technologies and initiatives to the management of both information and knowledge within organizational contexts.
- Appreciate the value of capturing, representing, and sharing knowledge -- as intellectual capital -- within an organization, and its connection to organizational culture and organizational learning, and the preservation of organizational memory.
- Understand the linkage between organizational communication and a knowledge management approach, in order to develop personally-relevant strategies for their future professional lives.

ABOUT THE COURSE

INSC 451 will be delivered as an asynchronous online course, which means that each student will access pre-recorded class sessions at a time of his or her choosing, within a week of each session's release. This course will have one or two recorded class sessions of about 75 minutes each that will be made available to you on most weeks. You will be notified by email and through Canvas when each session becomes available. Some weeks may have no sessions or only one, to allow for exams or holidays, etc.

UT School of Information Sciences (SIS) offers online courses for undergraduate classes, in order to help students cope with balancing their busy schedules of classes, homework, jobs, and extracurricular activities. In addition, online courses prepare students for future experiences in the 21st century workplace, in which online learn-on-demand courses are often used for continuing education, advanced certification, and professional development courses. By taking this class, you will be gaining both greater flexibility in managing your time, and valuable experience with this alternative learning environment.

UT SIS has successfully used online education to deliver graduate classes for many years, and began offering undergraduate online courses in Fall 2009. It is important to recognize that taking an asynchronous online course is different from a traditional class, or even a synchronous online class, where everyone attends online at the same time. There are a few simple guidelines to follow (listed below), which will ensure that you have a successful experience. I promise you that I will uphold my responsibility to provide you with the same high level of support, access, and communication that you would want to have in a traditional classroom setting.

The course is structured to make it a rewarding learning experience that will also have meaning for you, both for your subsequent education, and in your future professional life. In some aspects, your part of the bargain is the same as it would be for a traditional class. I expect you to demonstrate critical thinking skills as well as commitment and involvement with our online discussions and your assignments. Learning is not a passive process; it is about a student's actively engaging the material through reading, thinking, discussing (online), questioning, practicing skills, and ultimately understanding. Bring your best efforts, a positive outlook, energy, and curiosity to each of the class sessions. Together we can make the class as interesting, relevant, and exciting as possible.

Online Course Success Guidelines for Students:

Accept that you must be more self-reliant in an online class: Although students are always responsible for knowing everything in the syllabus and complying with the requirements of a course, this is especially true for an online course. Students are expected to show self-initiative, to make good time management decisions, and to be especially proactive in contacting the instructor when they are having problems, or don't understand something.

Keep up with the weekly schedule outlined below: Enjoy attending class at 2am, or from a location half way across the world, but don't abuse the schedule flexibility by falling behind, just because the class doesn't meet at the same place and time each week. The class requires consistent work – the workload should be easily manageable as long as you keep up with it. **THE SINGLE BIGGEST MISTAKE ONLINE STUDENTS CAN MAKE IS TO PUT OFF VIEWING THE CLASSES AND ALLOW THE ATTENDANCE AND ASSIGNMENTS TO PILE UP.**

Put extra effort into all opportunities for interaction with your classmates and instructor: We will be using Canvas' online discussion board, to interact as a class, and to have meaningful discussions, and question and answer sessions, even though we will not be together at the same time, as long as you do your part to participate.

CONTACTING ME

I'm here to help – so always feel free to ask questions or share ideas! For an online class, it is especially important that you contact me if you need help, or clarification about the course material or assignments. Drop in during office hours, or make an appointment at another time that is more convenient for you. E-mail is the sure-fire way to contact me; it is 24/7, so you can ask a question when it's fresh on your mind – even right in the middle of class, by pausing the recording. I'll usually answer within a few hours, but often will get back to you even faster!

COURSE COMMUNICATIONS

To take this course, you must have access to a computer with high speed Internet access, and you must use a UTK email account. You may use your own personal computer, or you may use the

computers available in the various campus libraries or computer labs. The course software works well on either a PC or a Mac, but some have found it works better to use Firefox, Safari, or Chrome as your browser, rather than Internet Explorer.

Starting in this spring 2017 semester, all Information Studies & Technology minor (INSC) courses will use the new learning management system Canvas, instead of Blackboard Learn, which is being discontinued after the spring 2017 semester. The Online@UT link currently goes to a page with login icons for both Canvas and Blackboard. For this course, you will use the Canvas login to access the course site for many activities, including accessing recorded class sessions, posting your responses to discussion topics, obtaining assignment instructions, and other activities. Online@UT is available at online.utk.edu.

Since Spring 2016, UT has used a virtual meeting application called Zoom to deliver online class sessions, instead of Blackboard Collaborate. Zoom is much more simple to use from a student point of view, and attending our classes is similar to clicking on a YouTube video to make it play. An embedded link to each recorded class session, entitled Session 1, Session 2, etc., will be made available through the course Canvas site. Each class session is an audio recording, illustrated by PowerPoint slides or other visual aids, created using screen sharing.

Whether you are an experienced online student, or have never had an online class before, be assured that you will be able to easily access the class sessions, and any tech glitches that may pop up can be successfully solved. I will give you specific access instructions by email when the first class session is released, but in general, to “attend” class sessions you can simply log into Canvas, click on the INSC 451 course site box in your Courses list, then click on the designated link in the left side navigation bar. There will be a separate page for each class session. You will click on the page for the class recording that you want to attend, and then click as usual on the video to play or pause the video as desired. **IMPORTANT: YOU MUST ACCESS THE SESSION RECORDINGS BY USING THE EMBEDDED VIDEO LINK ON THE CANVAS SITE IN ORDER TO GET CREDIT FOR ATTENDING THE SESSION.** Accessing the recording directly from the Office 365 Video Channel will prevent your attendance from being tracked, so be sure you follow these and any instructions sent to you in my reminder emails, to be sure you get credit for attending class. Prior to attending a session, the Powerpoint slides for each session will be available for you to download or print out for taking notes. Feel free to explore the course Canvas site, to see what is available. Other content or features will be added throughout the semester, as I learn to use more of what Canvas has to offer.

UT ODS DISABILITIES STATEMENT

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087, in 100 Dunford Hall, to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.

CCI DIVERSITY STATEMENT

The College of Communication and Information recognizes and values diversity. Exposing students to diverse people, ideas, and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

REQUIRED READINGS

Textbook:

Desouza, Kevin C. & Paquette, Scott. (2011). *Knowledge management: An introduction*. New York, NY: Neal-Schuman Publishers, Inc. ISBN: 978-1555707200

Required Article:

Snowden, D. (1999). Storytelling: An old skill in a new context. *Business Information Review* 16(1). 30-37. This article is accessible through Blackboard under the Readings button.

Additional or alternative articles may be provided later, as needed.

STUDENT RESPONSIBILITIES

- **Do all assigned reading prior to attending each class session.** The lecture will assume that you know the information that is in the readings, and will build upon it.
- **Complete all assignments** and submit them on time, using the format and procedure specified by the instructor.
- **Check your e-mail and Canvas regularly.** I will use email to return assignments, solicit student input, and make clarifications. Canvas will also be used for announcements and the discussion board, assignment instructions, and other content or activities.
- **Attend a brief face to face meeting with the instructor early in the semester.** These meetings can take place either during my scheduled office hours, or they can be scheduled at your convenience. The meeting should take place by Feb. 17. If you are off campus this semester, we will meet by phone or a Zoom meeting.
- **Complete all Thought Question assignments.** On most weeks you will have a Thought Question assignment due, which will help you to stay on pace with the class. They are explained in more detail below.
- **Complete a project/research paper** addressing a topic related to information management or knowledge management in an organizational context that is relevant to your academic discipline, personal interests, or professional goals. More information about this project will be available on Canvas later in the semester.
- **Participate** actively in the class by giving your best effort to the interactive activities using the discussion board, or in-class activities. In addition, treat your colleagues with courtesy and respect by reading and reflecting on some of their online comments, and responding to them appropriately.
- **Timely online attendance is required.** The course schedule below lists which class sessions you should complete at your convenience during each week. It is essential that you keep up by attending the sessions in the proper week, so that you can complete assignments as scheduled. Canvas very effectively tracks whether or not a student has “attended” a recorded class session, which allows me to “take roll” just as I would in a traditional class.

Student Evaluation (See the class schedule for all due dates)

Evaluation is based on performance for each of the responsibilities listed above. The final grade is based on the following assignments:

	% of total grade	Total Points Possible
Executive Report	= 15%	150
Project /Paper	= 35%	350
Exercise 1	= 10%	100
Exercise 2	= 15%	150
Thought Questions	= 15%	150
Attendance & participation	= 10%	100
TOTAL	= 100%	1,000

Grading Scale:

A = 94-100% of possible points

A- = 88-93

B+ = 85-87

B = 82-84

B- = 78-81

C+ = 75-77

C = 72-74

C- = 68-71

D = 58-67

F = 58 or below

ASSIGNMENTS

Thought Questions: For 10 weeks during the semester, you will write a brief (one long paragraph) response to an assigned question. These questions will not require you to do further reading or research; the answers will be either asking for your opinion related to something you will already have read or done, or a reflection piece on your own experiences, or a thought-provoking exercise in creative problem solving. Your Thought Question answers will be posted to the Discussion Board areas created for each Thought Question.

Executive Report: You will write a consultant-type summary essay in response to an assigned question, to present your synthesis and application of fundamental course concepts. Detailed instructions will be posted in the Assignments section. The file designation is ExecReport.

Exercises 1 & 2: You will complete and submit two assigned exercises, which will give you hands-on practice in applying the principles and techniques learned in class. Detailed instructions for each Exercise will be posted in the Assignments section of the Canvas site. The File Designation for each assigned exercise will be Exercise 1 and Exercise 2.

Final Project: You will complete a simulated consulting project involving a knowledge assessment of an organization of your choice, focusing on a topic of interest to you. This assignment is the largest single component of your grade for the course. This assignment will involve doing online research about the organization, writing a brief executive summary type of report, and creating a powerpoint presentation of your findings. These are all very useful skills for real-world professional settings. This assignment's File Designation is Project (see the "Submission" section below). Detailed instructions

will be posted under the Assignments link on Canvas, including a list of suggested topics (but feel free to explore one of your own ideas instead, pending my approval). There are two due dates for this project: you will submit your paper topic choice or a brief description of your project in March, then the final product will be due near the end of the semester. (See the course schedule below).

SUBMISSION OF GRADED ASSIGNMENTS

Most assignments other than the Thought Questions will be submitted as email attachments from your UTK email account, and sent to my email address: kmcclean3@utk.edu. Or you may use the Canvas email feature to turn in your work as an attachment. Be sure to properly name each file you submit. Note that the file designation for each assignment is specified above. You should use the following naming convention:

YourLastName_YourFirstName FileDesignation (e.g. Manning Peyton Exercise1)

Note that this is the name of the actual file, not the text for the subject line on your email. Also be sure that each assignment you submit has the following items included **within the text** of the file (preferably in the header or footer):

- Your Name
- INSC 451
- Assignment label (e.g., Exercise 1).
- Page numbers

When appropriate, additional guidelines for completing each assignment will be provided.

Late assignments will not necessarily be accepted, unless I have been advised in advance and given a good reason for lateness. Students are always welcome to ask for an extension, which are considered on a case by case basis. Those assignments that are accepted as late assignments will usually earn reduced credit of at least one grade step (i.e. an “A-” becomes a “B+”) and perhaps more than one grade step depending on the tardiness. It is especially important to complete the weekly assignments in on time, because they are designed to keep you up to speed and working on the specified class schedule.

CLASS PARTICIPATION: INTERACTIVE ACTIVITIES

In our online environment, class participation will occur using the interactive tools available on the Canvas site. The Discussion Board allows both the instructor and class members to pose and answer questions, and to share thoughts or ideas with the group. Online communication and even the use of social networking applications are becoming essential parts of the professional and academic environment. Here are some ideas of how you can be involved in our online conversation:

- You can post questions to the discussion board based on what we have read.
- You can address topics that we are studying in class.
- You can share items from the news or even your own experiences (both successful and frustrating) from working in organizations, that relate to topics covered in class.
- You can let your colleagues know about helpful web resources that you find, that relate to topics covered in class.
- You will be asked to use the discussion board to respond to in-class activities.

This portion of your grade will be based on your *efforts to join* the interactive online conversations. If your contributions exhibit both quality of thought and frequent participation, you will earn top points for this aspect of your grade.

ACADEMIC INTEGRITY

The University of Tennessee operates with a strict student code of honor regarding academic integrity. All work submitted by a student must be that student’s work. When you write for this class or when you find information through a search, remember that any sources you use must be credited and that materials from the Internet must be cited too. Use any standard style manual for citing sources as long as you are consistent in formatting the citations, although the preferred style for our college is APA (American Psychological Association) style. If you use someone's words or ideas

without attribution - that's plagiarism. Remember, cheating and plagiarism are violations of scholarly and professional ethics and University policy; don't do it! It is never worth the risk; better to turn in C or D quality work that is your own, rather than to plagiarize. **If you cheat or plagiarize, you will fail the assignment** and will actually increase your workload because of remedial assignments that you will then have to do. A second incident of plagiarism will bring further penalties in accordance with University regulations, which may include failing the course or higher level academic sanctions. Further information is available in [Hilltopics](#), the UTK student handbook. Note that the instructor reserves the right to use plagiarism detection software.

SCHEDULE OF TOPICS, READINGS AND ASSIGNMENTS

(SUBJECT TO CHANGE DURING THE SEMESTER)

Week	Class dates	Topics	Reading	Assignment for Week & Due Date
1	1/11-1/15	Session 1: Introduction & Syllabus Review	Syllabus	Discussion Board "Who We Are" Post & Survey 1 Due Monday 1/23
2	1/16-1/22	Session 2: Information & Knowledge Session 3: Organizations & Information	None	Thought Question 1 Due Monday 1/30
3	1/23-1/29	Session 4: Introduction to Information & Records Management Session 5: Archival Practice	None	Thought Question 2 Due Monday 2/6
4	1/30-2/5	Session 6: Introduction to Knowledge Management Session 7: Motivations for KM Use	D&P (textbook) Chap 1	Thought Question 3 Due Monday 2/13 F2F Meeting by Feb. 17
5	2/6-2/12	Session 8: The Concept of Knowledge Session 9: Organizational Learning & Memory	D&P Chapter 2	Thought Question 4 Due Monday 2/20
6	2/13-2/19	Session 10: The Concept of Management Session 11: Leadership Styles	D&P Chapter 3	Executive Report Due Monday 2/27

7	2/20-2/26	Session 12: Knowledge Creation, Capture & Codification Session 13: Communities of Practice & Social Capital	D&P Chapter 4	Thought Question 5 Due Monday, 3/6
8	2/27-3/5	Session 14: Knowledge Organization Session 15: Project Management	D&P Chapter 5	Thought Question 6 Due Friday 3/10 (Because Mar. 13 is spring break)
9	3/6-3/12	Session 16: Knowledge Transfer Session 17: Storytelling for Grown-ups	D& P Chapter 6 Snowden article "Storytelling"	Thought Question 7 Due Monday 3/20
10	3/13-3/19	Spring Break Have fun & be safe!	None	None
11	3/20-3/26	Session 18: Knowledge Application Session 19: Competitive Intelligence	D&P Chapter 7	Exercise #1 due Monday, 3/27
12	3/27-4/2	Session 20: Global Knowledge Management Systems Session 21: Organizational Culture	D&P Chapter 8	Thought Question 8 Due Monday 4/3 Project Topic Due Monday, 4/3
13	4/3-4/9	Session 22: Business Case for KM Session 23: Social Network Analysis	D&P Chapter 9	Exercise #2 due Monday, 4/10
14	4/10-4/16	Session 24: KM for Organizational Value Session 25: Flex Session/Guest?	D&P Chapter 10	Thought Question 9 Due Monday, 4/17
15	4/17-4/23	Session 26: Cybersecurity Session 27: Data Governance	None	Thought Question 10 Due Monday 4/24

16	4/24- 4/28	Session 28: Wrap-up: Best Practices/ Impact on You No second session, work on your final projects, see me if you need help Exam Period 5/2-5/9 (No exam in this class, only the final project)	Have a great summer!	Project Due Monday, 5/8
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