

GLIS 662: Intellectual Capital Course Outline

Objectives

- Demonstrate understanding of key intellectual capital and organizational memory management concepts;
- To model the flow, sharing and leveraging of intellectual assets;
- To identify some of the principal cultural characteristics that are necessary to encourage organizational learning and innovation;
- To describe the links between individual and organizational learning;
- To monitor, value, categorize and report intellectual capital.

Content

- Lecture 1 Introduction to Intellectual Capital Management: a brief history, definitions of key concepts, components of intellectual capital and organizational memory; the phenomenon of corporate amnesia; links to information systems and information professionals; managing and measuring IC; IC, creativity and innovation.
- Lecture 2 Intellectual Capital Models: human capital, organizational capital, and social capital; different types of intellectual assets in organizations; identification of different types of intellectual assets at three levels – organization, group and individual.
- Lecture 3 The Intellectual Capital Landscape: how to identify intellectual assets (knowledge audit); how to visualize intellectual capital (knowledge mapping).
- Lecture 4 The Link between Individual and Organizational Learning (OL): What does it mean that an organization learns? Major processes through which individual learning advances organizational learning; case studies and discussion; link between KM and OL; anecdote management
- Lecture 5 Creation of Organizational Memory: the tradeoffs between incentives and control; capturing and codifying innovations; an integrating framework that combines tools and techniques to create and maintain a balance between innovation and operating efficiency; establishing the knowledge core and interrelationships.

- Lecture 6 Organizational Memory Models: organizations as behavioural systems; an integrated model of organizational memory and learning; transfer and sharing of mental models; different ways in which knowledge may be stored in an organization, across organizations...within society.
- Lecture 7 How to measure the value of intellectual capital: Part I: overview of measurement strategies; description of major types of evaluation methods; case studies.
- Lecture 8 How to measure the value of intellectual capital: Part II: how to use the major evaluation instruments (balanced scorecard, house of quality, benchmarking and results based accountability frameworks. Case studies (e.g. Dept. of Navy, Skandia, Dow Chemical).
- Week 9** ***March 4th - - No Classes – Study Break***
- Lecture 9 Creativity management and innovation support: methods, techniques and tools to promote creativity; how to document and manage ideas; the innovation support cycle.
- Lecture 10 Strategic human resource management: knowledge retention and transfer strategies; talent management; knowledge continuity issues; tools and technologies.
- Week 11 Student Presentations (*Week 12 too if needed*)
- Week 12 Issues in ICM: patents, copyright and intellectual property; open source content, global and networked organizations; creative commons or “copy-left” - - role of attribution; open innovation; ground rules for collaboration; corporate amnesia.

Recommended Readings

No one textbook is required. All discussion articles, recommended and optional readings are on myCourses.

Method

A combination of lectures, guest lecturers, and group discussions will be used.

Evaluation

Assignment 1: (Individual) Knowledge map of intellectual assets	40%
Assignment 2: (Group) Evaluation Project (Paper and Presentation)	45%
Participation in class and WebCT discussion	
• In-class and online participation	5%
• Two online reviews of two assigned readings for 5% each	10%

Office Hours and Contact Information

Please contact me for an appointment)

3700 McTavish Education 2nd floor Room 243

3661 Peel Street 2nd floor Room 208

Tel: 398-3368

Kimiz.Dalkir@mcgill.ca

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The students have the right to write exams in French

No extension, delay or late assignments will be accepted. The only acceptable circumstances for an extension or a delay: personal illness and illness in the immediate family (physician’s certificate required)