

Intellectual Capital

General Information

Course #: GLIS 662

Term: Fall

Year: 2016

Course pre-requisite(s): None

Course co-requisite(s): None

Course schedule: Tuesdays, 5:30 to 8:30 PM

Number of credits: 3

Course location: BURN 1205

Instructor Information

Name: Daniela Oliveira, Sessional Lecturer

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Office location: 3661 Peel Street - room 207

Please email me for an appointment.

Course Overview

Understanding the strategic role of intellectual assets: how individuals, communities and organizations can identify and leverage their knowledge, experience, expertise and innovations more systematically to create value for the organization. Emphasis is placed on understanding the links between individuals and the organization in the sharing of intellectual assets.

Learning Outcomes

- 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, innovation and creativity;
- To describe the links between individual and organizational learning;
- To monitor, value, categorize and report intellectual capital.

Instructional Method

A combination of lectures, directed reading, group discussions and eventual guest lecturers will be used. A myCourses space is dedicated to this course and should be consulted by students at least once a week.

Instructor's lectures will be available at myCourses after the class. Guest lecturer's presentations posting will depend on agreement with the author.

Students are asked not to make use of mobile computing and communications (MC2) unless under the conditions discussed in class. No audio or video recording of any kind is allowed in class without the explicit

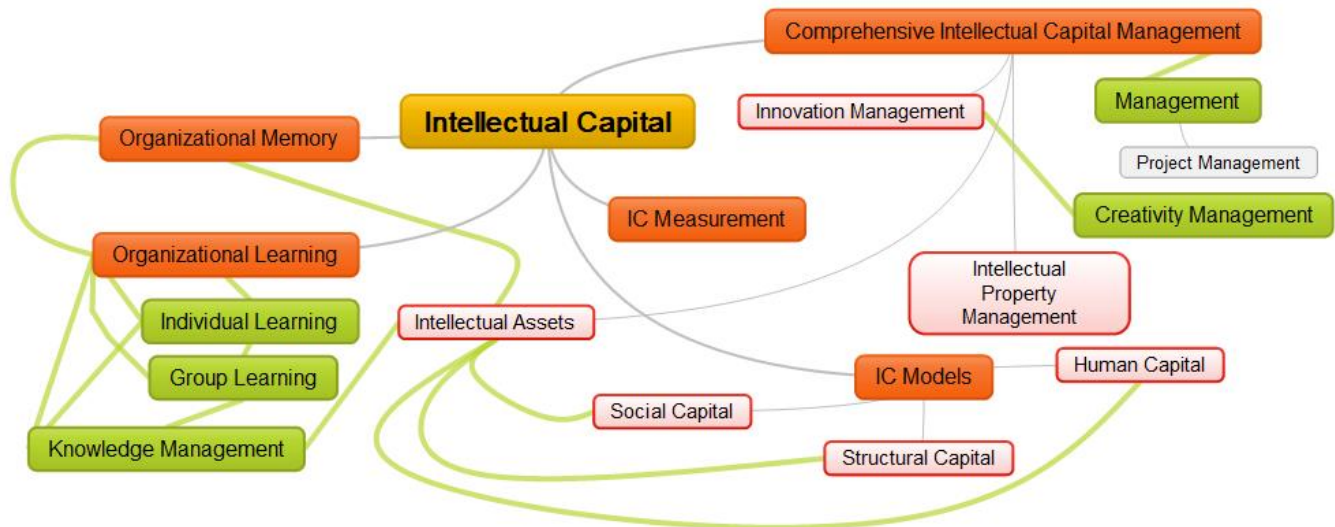
permission of the instructor. MC2 devices are not to be used for voice communication without the explicit permission of the instructor.

A mid-course evaluation will take place.

Required Course Materials

No one textbook is required. All discussion article, recommended and optional readings references will be posted on myCourses.

Course Content



Topics will be presented in a progression from simple to more complex or from broad to more specific.

Class	Topic	Date	Description
1	Introduction to Intellectual Capital Management:	Sep 6	A brief history, definitions of key concepts, components of intellectual capital and organizational memory; the phenomenon of corporate amnesia; managing and measuring IC; IC, creativity and innovation.
2	Intellectual Capital Models	Sep 13	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.
3	The Intellectual Capital Landscape	Sep 20	How to identify intellectual assets (knowledge audit) and their strategic alignment.
4	The Link between Individual and Organizational Learning (OL)	Sep 27	What does it mean that an organization learns? Major processes through which individual learning advances organizational learning.
5	Organizational Memory	Oct 4	Organizations as behavioural systems; transfer and sharing of

			mental models; different ways in which knowledge may be stored in an organization, across organizations and within society.
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Study Break

6	How to measure the value of intellectual capital - Part I	Oct 18	Overview of measurement strategies; description of major types of evaluation methods.
7	How to measure the value of intellectual capital - Part II	Oct 25	How to use the major evaluation instruments (balanced scorecard, strategy maps, house of quality, benchmarking and results based accountability frameworks.
8	Creation of an Innovation Culture	Nov 1	The trade-offs between incentives and control; capturing and codifying knowledge and processes leading to innovations; an integrating framework that combines tools and techniques to create and maintain a balance between innovation and operating efficiency.
9	Creativity management and innovation support	Nov 8	Methods, techniques and tools to promote creativity; how to document and manage ideas; the innovation support cycle.
10	Strategic human resource management:	Nov 15	Knowledge retention and transfer strategies; knowledge continuity issues.
11	Student Presentations	Nov 22	
12	Student Presentations / ICM issues	Nov 29	Patents, copyright and intellectual property

Classes may cover more or less topics than indicated, according to the pace of the group. In that case, the evaluation tools due dates will be adjusted accordingly and after deliberation in class. An updated version of this outline will be kept at myCourses.

Evaluation

Detailed descriptions for all assignments will be posted at the myCourses environment.

Name of Assignment	Due Date	% of final grade
Knowledge map of intellectual assets (Individual or in pairs)	Oct 6	30
Evaluation Project – Paper (In groups)	Dec 6	20
Evaluation Project – Presentation (same group)	Nov 21	20
Knowledge Sharing Project: <ul style="list-style-type: none"> • Two reviews of two assigned readings for 5% each, posted on myCourses <li style="text-align: center;">OR • Presentation of a real life project with objectives or challenges related to the course <li style="text-align: center;">OR 	Nov 15	10

<ul style="list-style-type: none"> • Presentation of results of a non-exhaustive literature review of a topic related to the course 		
Quizzes: Five quizzes in myCourses of five minutes duration each - 3% each	Nov 29	15
In-class participation	ongoing	5

McGill Policy Statements

“McGill University values academic integrity. Therefore, all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures” (see www.mcgill.ca/students/srr/honest/ for more information).

“In accord with McGill University’s Charter of Students’ Rights, students in this course have the right to submit in English or in French any written work that is to be graded.”

“The [University Student Assessment Policy](#) exists to ensure fair and equitable academic assessment for all students and to protect students from excessive workloads. All students and instructors are encouraged to review this Policy, which addresses multiple aspects and methods of student assessment, e.g. the timing of evaluation due dates and weighting of final examinations.”

“© Instructor-generated course materials (e.g., handouts, notes, summaries, exam questions, etc.) are protected by law and may not be copied or distributed in any form or in any medium without explicit permission of the instructor. Note that infringements of copyright can be subject to follow up by the University under the Code of Student Conduct and Disciplinary Procedures.”

“As the instructor of this course I endeavor to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me and the [Office for Students with Disabilities](#), 514-398-6009.”

“[End-of-course evaluations](#) are one of the ways that McGill works towards maintaining and improving the quality of courses and the student’s learning experience. You will be notified by e-mail when the evaluations are available. Please note that a minimum number of responses must be received for results to be available to students.”

“In the event of extraordinary circumstances beyond the University’s control, the content and/or evaluation scheme in this course is subject to change.”