

KNOWLEDGE MANAGEMENT (KM)

Diploma Program 2003 - 04

Make yourself a standout by joining the worldwide community of KM pioneers!

--With an understanding of KM concepts and strategies, as well as their application in real business settings, you can effectively harness your company's knowledge assets and push yourself higher up the ladder in pursuit of your career vision.



...Chief Knowledge Officer. Knowledge Centre Assistant. Education Digital Content Provider. Content Coordinator. Knowledge Specialist. Group Knowledge Manager. Assistant Director Internal Communications. Knowledge Content Acquisition. Knowledge Manager. Head of Internal Benchmarking. Internal Communications Manager. KM Facilitator. I-Net Coordinator. Intranet Content Manager. Website Manager. Web Development Manager. KM Consultant. Browse Developer...AND MANY MORE OTHER LUCRATIVE KM RECRUITMENTS AROUND THE WORLD AVAILABLE TO YOU!!!

Chief Knowledge Officer
The client, a leader in the provision of insurance services is seeking a Chief Knowledge Officer who will have overall responsibility and ownership for the delivery of their knowledge management strategy and capability. This high level role will add and improve the value of the client's present and potential knowledge assets.
 Basic to \$25k

Knowledge Specialist
A leading global provider of insurance services products and solutions requires a Knowledge Manager to work across their Research and Technology division. The successful candidate will be responsible for leading and managing the KM projects and initiatives that support the business. The role will involve working closely with the IT department and Knowledge sharing practices.
 \$25k plus postage

Knowledge Centre Assistant \$15k-18k
This design consultancy seeks a graduate to work in a leading private knowledge centre system to assist in the provision of support for the dedicated business. The successful candidate will be responsible for the management and development of the company's knowledge assets, including the information library, intranet, archiving and IT support.

Knowledge, Communication
One of the world's leading communication agencies is seeking a Knowledge Manager to lead communication experiences in their environment centre. Key responsibilities include developing business networks and capturing relevant information.
 \$15k plus package

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Introduction

If the world of the 19th and 20th century is driven by inventors and entrepreneurs, then the 21st century is the age of knowledge pioneers. Many large organizations begin to realize that keeping data and information is not enough to maintain competitive advantage in the increasingly ferocious business world. It is necessary to effectively identify the critical knowledge assets and disseminate them so that every member of the organization can have instant and easy access to the pertinent knowledge pool.

In response to this challenge, enterprises have been experimenting ways for the utilization and transferal of knowledge assets. The experiment points to the direction of knowledge management that allows the organization to develop, preserve, add value and share the critical knowledge assets.

The Asian Benchmarking Clearinghouse (ABC) of the Hong Kong Productivity Council and its partners are organizing a Knowledge Management Diploma Program that begins on 8 November 2003. This program covers a massive array of key topics, including KM concepts and strategies, human factors, implementation process, Document Management System (DMS), Business Intelligence (BI) and e-Learning. Instructors of this program are practitioners from Hong Kong first-tier companies and HKPC experienced consultants.

Objective

The objective of this KM Diploma Program is to explore a comprehensive view on knowledge management. Upon completing the program, participants should be able to develop a diverse perspective of knowledge management.

Content / Time Table of the Diploma Program

Module 1 --- Introduction and Overview (2 sessions, HK\$2,000 / HK\$1,800)

Session 1 & 2: Course Introduction & KM Overview (8th November 2003, 9:30am - 5:00pm)

- Business overview of KM & critical success factors
- Strategic opportunities & driving forces
- Transition to knowledge-based organization & case studies
- KM tools & technologies
- Exercise on knowledge sharing
 - * demonstrate the importance of sharing knowledge in an organization
 - * experience the problem of working in isolation
 - * experience the fun of sharing knowledge with colleagues
 - * experience the power of collaborative efforts towards a common goal

Module 2 --- People (4 Sessions, HK\$4,000 / HK\$3,600)

Session 3: Knowledge Creation and Innovation (13th November 2003, 6:30pm - 9:30pm)

- Knowledge Creation: the source of innovation and competitive edge in the knowledge-based economy
- Interaction of tacit and explicit knowledge: SECI model
- Knowledge creating activities that can build up the core competencies of companies
- Case studies

Session 4: KM Competence Development (18th November 2003, 6:30pm - 9:30pm)

- The human elements in KM
- What HRM professionals need to know about KM
- KM roles in organizations and their needed competencies
- Strategies for developing KM competencies

Session 5: Community of Practice (22nd November 2003, 2:00pm - 5:00pm)

- Business case for communities of practices
- Creating successful community
- Building & managing the community
- Case studies

Session 6: From KM to KM Culture (16th December 2003, 6:30pm - 9:30pm)

- Corporation as an organism - ecological perspective in the new economy
- Complexity and change - the need from KM to KM culture
- People and cultural aspects of KM

Module 3 --- Process (4 Sessions, HK\$4,000 / HK\$3,600)

Session 7: KM Measurement (22nd November 2003, 9:30am - 12:30pm)

- Different Types of Measuring Systems
- Practical Considerations
- Case Studies

Session 8 & 9: Peer Assist & After Action Review (6th December 2003, 9:30am - 5:00pm)

- Introduction of Peer Assist and After Action Review
- Peer Assist process and framework
- Preparation and facilitation of AAR
- Case studies

Session 10: Avoiding Pitfalls in KM Implementation (10th January 2004, 9:30am - 12:30pm)

- Trends and development in knowledge management
- Insights from the evolution of KM development
- Key components of effective KM
- Issues of KM implementation - the most vulnerable spot
- How to ensure a smooth transformation and reduce the risk of failure

Module 4 --- Technology (3 Sessions, HK\$3,000 / HK\$2,700)

Session 11: e-Learning Overview (27th November 2003, 6:30pm - 9:30pm)

- Strategic overview of e-Learning
- Benefits and challenges to organization
- Key success factors for implementation
- e-Learning case study sharing

Session 12: KM System 1 - DMS Overview (2nd December 2003, 6:30pm - 9:30pm)

- DMS concepts
- Acquisition, creation, storage and retrieval concepts
- Technology discussion
- Planning and implementation considerations

Session 13: KM System 2 - Work Flow Management (6th January 2004, 6:30pm - 9:30pm)

- What is workflow management
- Why should a business use workflow
- The key benefits of workflow

Module 5 --- Customer (3 Sessions, HK\$3,000 / HK\$2,700)

Session 14: Customer Knowledge Management (3rd February 2004, 6:30pm - 9:30pm)

- Key components of customer relationship management strategy
- Understand the objectives of customer relationship management
- Critical success factors for customer relationship management

Session 15: Leveraging the Tacit Knowledge of Your Customers (7th February 2004, 9:30am - 12:30pm)

- Competitive advantages for learning the experience and knowledge from your customers
- Methods for collecting the tacit knowledge of your customers
- How to share the customer knowledge within the organization
- Case studies --- how transport companies in Hong Kong conducting the Customer Liaison Groups

Session 16: BI Overview & Case Studies (12th February 2004, 6:30pm - 9:30pm)

- Improving business performance through effective information use
- Defining Business Intelligence for innovation and competitive advantage
- Technical framework for Datawarehousing and Data Mart
- Establishing mechanism to support the intelligence process and exploit its output
- Case studies

Review Sessions (for full program participants)

First Review Session

(11 December 2003, 6:30pm - 9:30pm)

Second Review Session & Final Project Peer Assist

(7 February 2004, 2:00pm - 5:00pm)

Overall Integration & Knowledge Sharing from Former Graduates

(17 February 2004, 6:30pm - 9:30pm)

Final Project --- Final Project Presentation (28th February 2004, 9:00am-1:00pm) - Case presentation by participants

Program Details

- Date / Time:** 8th November 2003 - 28th February 2004
November 13, 18, 27; December 2, 11, 16; January 6; February 3, 12, 17 (Tuesday & Thursday, 6:30-9:30pm)
November 8, 22; December 6; February 7 (Saturday, 9:30am-5:00pm)
January 10 (Saturday, 9:30am-12:30pm); February 28 (Saturday, 9:00am-1:00pm)
- No. of session:** For Module 1 to 5 --- 16 Sessions of 3 hours each (48 hours)
3 Review Sessions of 3 hours each (9 hours)
Company Visit (3 hours)
Final Project Presentation (4 hours)
- Program Fee:** Full Package --- HK\$18,000 per participant / HK\$15,000 (early bird & member discount rate)
Individual Session --- HK\$1,000 per participant per session / HK\$900 per session for application **before 25th October 2003** (early bird) and members of supporting organizations
- Venue:** Hong Kong Productivity Council (details --- to be confirmed)
- Target Participants:** This program is designed for management executives, business leaders, business unit managers, and project leaders who are beginning to explore Knowledge Management's applicability and impacts or implementing it in their organizations.
- Language:** Cantonese with English materials supplement
- Requirement:**
1. To be awarded the Diploma, a participant must meet the following requirements
(a) Register for all modules with 75% face-to-face class attendance
(b) Complete and gain passing score on the final project
 2. To enroll for individual modules, applicants must register at least **three sessions**
 3. Applicants must meet minimum entry qualification
(a) Form Five with 5 passes or equivalent, or
(b) Completion of a certificate program in related areas, or
(c) In marginal cases with reference to (a) above, satisfying an appropriate Admission Test to be decided by the organizing unit,
 4. In lieu of requirement (3) above, applicants must have 5 years' working experience, or 2 years' working experience in related areas
 5. Applicants must have internet access in order to download and submit exercises
- Final Project:** Participant is required to (i) choose a topic from one of the sessions in the KM Diploma Program and conduct implementation in his/her workplace based on that topic, or (ii) provide solution on a case (supply by the program organizer) based on the lessons learnt in the Diploma Program. Participant will need to submit a written report of the project and present the implementation process or solution of the case on 28th February 2004.
- Company Visit:** Company visit will be arranged by the program organizer. The hosted company will share its KM road map and implementation process during the visit.
- Application:** To enroll, please complete the attached enrollment form and send it together with the appropriate fee to the Hong Kong Productivity Council: 3/F, 78 Tat Chee Avenue, Kowloon, HK (Attn: Moraine Chow) or fax it to HKPC at 2788 6030. Cheque should be crossed and made payable to "Hong Kong Productivity Council". Payment can also be made by credit card.
(Application deadline is 5th November 2003)
- Enquiry:** Ms. Moraine Chow at 2788 6015 or moraine@hkpc.org
Web site: www.abc.org.hk; fax: 2788 6030

Speakers

Alfred Ho (Principal Architect, G.LI & Company Limited)

Mr. Alfred Ho has been working as a line manager, a human capital developer, and a change agent for over 30 years. In collaboration with HKPC, Alfred initiated the idea of forming the Knowledge Management Development Community back in early 2000. Holding an MBA as well as an M.Sc. in Information Systems, he stands in a 'balanced' position to visualize the benefits that the 'human' and the 'IT' approaches can contribute towards this new discipline, which is still taking shape. Since 1993, in the course of adapting the UK NVQ (National Vocational Qualifications) system to Hong Kong, Alfred has been adopting competency-based approaches to help local organizations to develop their managers through in-house supports and external interventions.

Arthur Cheung (Senior Consultant, HKPC)

Mr. Arthur Cheung is the head of the New Media Unit of Hong Kong Productivity Council, targeting to develop and promote multimedia and digital entertainment industry in Hong Kong. One of his main responsibilities is to act as the e-learning Consultant and Project leader in designing, development and implementation of various e-learning projects with major corporations, e.g. KCRC, Housing Authority, HSBC, Standard Chartered Bank and Civil Engineering Department of HKSAR. With 7 years of solid experience in various aspects of multimedia services, he has maintained equilibrium between state-of-art technology and visual communication.

Charles Wong (Assistant Commissioner of Police, Service Quality Wing, Hong Kong Police Force)

Mr. Charles Wong is an Assistant Commissioner of Police. He holds a Master Degree in Criminology from Britain and has many years of management experience. He is currently Head of the Service Quality Wing responsible for performance audit, performance review and complaint investigation of the Hong Kong Police. He is also responsible for the implementation of knowledge management in the Force. During the outbreak of SARS earlier this year he was involved in using 'MIDSS', a police computer system, to take advance actions against further spreading of the decease. He will share his KM implementation experience with the class.

Daisy Chou (Program Director, Research & Knowledge Management, Policy 21 Limited --- The University of Hong Kong)

Ms. Daisy Chou is the Program Director, Research and Knowledge Management of a research and consulting arm of The University of Hong Kong. She has many years of experience working in both the public and the private sectors, local and overseas on TQM, KM and Performance Measures. Prior to this position, Ms. Daisy Chou was the Regional Manager on Performance Measures and she was certified as the 'Motorola Six Sigma Black Belt'. Currently, Ms. Daisy Chou is the Chairlady of the Knowledge Management Development Community.

Eric Chan (Vice President, Solution & Bid Management, PCCW)

Mr. Eric Chan is a Chartered Engineer (UK), a Chartered Marketer (UK), and a General Manager of PCCW. He obtained his BSc.(Hons) and MBA from England. Eric is a seasoned executive with management experience in Engineering, Product, Marketing, business solution consultancy, and has pioneered KM projects in Hongkong Telecom/PCCW since 1998. PCCW is the first and only Hongkong company awarded with the Asian MAKE (Most Admired Knowledge Enterprise) by the international Know-net Consortium. At his current capacity as VP in Commercial Business, he actively drives knowledge creation, sharing and collaboration amongst a large workgroup of knowledge workers (solution architects and bid managers). He is also an appointed Principal Consultant of the PCCW Consulting Unit. Eric speaks frequently at international conferences on technology and knowledge management. Eric is also listed in the International Who is Who Historical Society since 2002.

Eric Tam (Consultant, HKPC)

Mr. Eric Tam is a Consultant in Hong Kong Productivity Council (HKPC). He has engaged in many management consultancy projects relating to Knowledge Management, Business Process Reengineering, Quality Management, Performance Management and Benchmarking. His clients includes large organizations in utilities, telecommunications, banking, oil and gas and government. Prior joining HKPC, Eric engaged in the field of Direct Investment. His projects included business analysis, financial and operational improvements and on-site business assessment around Asia Pacific Rim.

K.C. Yeung (Associate Professor, Department of Social Work and Social Administration, The University of Hong Kong)

Dr. K.C. Yeung is now teaching in HKU, he is an experienced trainer and consultant in many areas such as group work, career skills training, communication, and team building. He has conducted numerous workshops to a variety of agencies including, Hong Kong Bank, MTR, Correction Services Department, Labor Department, Housing Department, Social Welfare Department, Education Department, TVB, Campbell Soups, Merck, RTHK, hospitals, schools and social service agencies.

K.P. Lau (Engineering Support/Design Manager)

Mr. Lau Kit Pong has 20 years experience in the construction industry. He is currently the Engineering Support/Design Manager of a well-known construction group and responsible for the application of the value-added technologies. Being a KM graduate and KMDC executive member, Mr. Lau would share his KM experience with the class.

Lily Leung (General Manager of Human Resources, Wavecom Asia Pacific Limited)

Lily Leung is the General Manager of Human Resources in Wavecom Asia Pacific Limited. Prior to this position, she has worked for a number of multinational corporations, such as Motorola and British Telecom, etc. She is well experienced in the human resources quality systems and performance management. Lily is also an active KMDC executive member.

M.K. Tse (Engineer)

Mr. Tse Mingkin has over 14 years of engineering experience. He has involved in two significant infrastructure construction projects in HK of which he found that knowledge transfer among project team members was a challenge. Being the KM Diploma graduate, Mr. Tse would share with the class how did he apply KM techniques to meet the challenge.

Nancy Ling (General Manager, Knowledge Management and Channel Development, Commercial Business, PCCW)

Ms. Nancy Ling has over 20 years of experience in corporate and marketing strategic planning for Telecommunications, Banking and Finance, FMCG and Utilities Industries. She was the Adjunct Associate Professor of CU. In her current capacity at PCCW, she masterminds the company's KM architecture, develops the KM strategy and spearheads a number of KM initiatives at different business units. Ms. Nancy Ling is an Adjunct Associate Professor of the Chinese University of Hong Kong. She sits on the curriculum panel as advisor to the Master of Science (Knowledge Management) program jointly launched by the Nanyang Technological University and Civil Service College of Singapore.

Philip Fung (Director of Human Resources and Knowledge Management, Bossini Enterprises Limited)

Mr. Philip Fung is the founding member of Knowledge Management Development Community (KMDC). He is a practitioner and trainer in knowledge management and organizational learning practices. His current position is the Director of Human Resources and Knowledge Management of Bossini Enterprises Limited. Prior to Bossini, he was the General Manager-TQM, Human Resources and Administration of Group Sense Limited (GSL).

Stephen Law (Managing Director, Strategic Systems Consultants Ltd.)

Mr. Stephen Law has over 25 years of experience in the software development and system management profession. He has held key positions in corporate MIS software development departments for several multi-national companies, specializing in corporate IT strategy formulation, long-term planning, budget management and outsourcing management. Over the years, Mr. Stephen Law has gained solid business application experience in banking, insurance, international trading, transportation and travel related services. Mr. Stephen Law has conducted similar lectures previously at the Hong Kong Productivity Council and has given talks on similar subjects to the Insurance Quality Club in Hong Kong and in other occasions. He has conducted research and consulting exercises for organizations in the areas of knowledge management and business intelligence.

Stanley Ng (Senior Consultant, HKPC)

Mr. Stanley Ng, who has been in consumer marketing for more than a decade, is a Senior Consultant at Hong Kong Productivity Council. Mr. Stanley Ng has led and involved in a number of projects in Customer Relationship Management, covering strategic planning, billing, call center and customer service center management for blue chip companies in utilities, telecommunication and financial industries in Hong Kong. He was a Guest Lecturer at City University Of Hong Kong for the part time MBA program.

Trevor Lui (Senior Consultant, HKPC)

Mr. Trevor Lui has over 14 years of experience in business development and marketing. In the past 8 years, he has worked as a consultant to provide consultancy services in marketing, management and business development. With his current role in Hong Kong Productivity Council, he has provided consultancy services and conducted training on knowledge management, benchmarking, and customer relationship management. Mr. Trevor Lui and Asian Benchmarking Clearinghouse (ABC) have attained a very high reputation for knowledge management, benchmarking and customer relationship management.

Victor Leung (Marketing & Planning Manager)

Dr. Victor Leung, an Exco Member of the Hong Kong Knowledge Management Development Community, is currently the Marketing and Planning Manager of a public transport organization in Hong Kong. He is a Fellow Member of Hong Kong Quality Management Association. His commitment in knowledge management makes him being speaker of various conferences and being an active participant in various knowledge management activities both in Hong Kong and overseas countries. With his more than 20 years of management experience, he has lectured marketing and management courses in many local institutions and universities.

About the organizers

The Hong Kong Productivity Council (HKPC) is a multi-disciplinary organization established by statute in 1967. Its mission is to promote productivity excellence through the provision of professional services to achieve a more effective utilization of available resources and to enhance the value-added content of products and services. In response to the Hong Kong SAR Government's initiative to promote knowledge-based economy in Hong Kong, HKPC has established **Asian Benchmarking Clearinghouse (ABC)** to promote knowledge management to enable local businesses to effect internal best practice sharing. Through a series of executive briefings that aimed to enhance the awareness of both the concept and what is possible through knowledge management, HKPC helped them adopt an effective knowledge management system to meet the challenges of the knowledge-based economy.

The Hong Kong **Knowledge Management Development Community (KMDC)** is a management research and development community set up and facilitated by the Hong Kong Productivity Council (HKPC). KMDC is a non-profit-making organization managed by an executive committee, which aims to promote the awareness and advance the practice of knowledge management in Hong Kong.

The Policy 21 Ltd. of The University of Hong Kong is an independent, non-profit-making research institute funded entirely by revenue generated from research projects. The mission of Policy 21 is to provide research services to the community, by conducting practically oriented research through a multi-disciplinary approach, in collaboration with researchers from universities and research institutes in Hong Kong and overseas countries. Being associated with the University of Hong Kong, Policy 21 serves as an interface between academic research and applied strategic planning and policy formulation, bringing new knowledge to bear on decision-making.

Registration Form (Fax: (852) 2788 6030)

Course: Knowledge Management Diploma Program 2003 - 04

Please select the appropriate modules from the followings:

- Module 1---(2 sessions) Module 2---(4 sessions) Module 3---(4 sessions) Module 4---(3 sessions)
 Module 5---(3 sessions) Full Program (5 Modules)

Course Fee:

- Individual session _____

Total Amount = (Total no. of session) x HK\$1,000 / HK\$900 (early bird or member discount rate)
= HK\$ _____

- Full Program HK\$18,000 / HK\$15,000 (early bird or member discount rate) _____

Paid by: Cheque Visa / Master

Cardholder's name: _____ Card Number: _____ Expiry Date: _____

Name: (English) _____ (Chinese) _____ Position: _____

Organization: _____

Address: _____

Tel (Day): _____ Portable: _____ Fax: _____ email: _____

Signature: _____ Date: _____

Remarks:

1. Course fee must accompany this form, otherwise application may not be accepted.
2. HKPC has adopted a Personal Data (Privacy) Policy. Enquiry on Personal Data can be made in writing to our Personal Data Controlling Officer at HKPC Building, 78 Tat Chee Avenue, Kowloon.
3. Enrolment fee is not refundable unless HKPC is notified in writing of your withdrawal at least 5 working days before the course commences. A handling fee of HK\$200 will be levied.
4. Applicant may, subject to approval from HKPC, nominate a substitute to attend the course on his/her behalf.
5. Typhoon/Black Rainstorm: No class will be held when typhoon signal No.8 or above or black rainstorm warning is still hoisted after 2:00 pm on Tuesday and Thursday or 6:00am on Saturday. Participants will be notified when the class will be made up.
6. HKPC reserves the right to reject any application in any circumstances and for whatever reasons. Payment of fee should not be construed as acceptance of admission.
7. HKPC reserves the right to change the contents / time-table / speakers when necessary.