LifeLongLearning with Knowledge Management and Social Media

The environment and constraints of organizations are becoming more on more complex given the networked structure of cooperation between organizations, the quickly evolving knowledge and technical progress as well as the challenges of demographic change. This requires continuous learning. To stay competitive therefore means to use the knowledge available in an organization well and to extend the knowledge base of the organization in order to stay ahead of competition. Additionally, social Media has to be used to interact with knowledgeable communities. However, technology is not enough: Technical tools, organizational procedures and qualification of people have to be intertwined in order to reach these goals. Knowledge management therefore is one of the central tasks and challenges in the development of organizations and their staff.

Structure	Topics	Content
Orientation	Basics	• Basics of socio-technical process of learning and knowledge management • Knowledge Management in the context of social media
Self Study and Group Coaching	Analysis of knowledge management needs and processes Development of solution concepts Implementation and project organization Qualification	• Data, information, knowledge: What are we talking about? • Explicate, structure and classify knowledge: Core tasks in knowledge management and social media usage • Top down and bottom-up approaches of knowledge management • Skill-Management and social networks for expert finding • Requirements for information technology and tools to support of learning knowledge management, including Web 2.0 • How can we integrate knowledge management solutions into practice? Project organization. • Preparing employees for KM: Qualification, Motivation, Goals and incentives.
Final project	Application	• Analysis of needs and problems concerning learning with knowledge management in a concrete company • Construction / development, testing and application of empirical instruments • Empirical driven development of solution approaches (organizational, informational, technical) • Presentation of the solution approach to the company • Reflection of work on the solution approach an identification of improvement potentials