



Programme on

**I.T. Enabled  
Knowledge Management**

**February 22-24, 2012**

Programme Director  
**Prof. NIRMALA APSINGIKAR**

**Administrative Staff College of India**

## INTRODUCTION

The need for creating and nurturing a robust Knowledge Management (KM) environment that nurtures excellence based on innovation is well appreciated in organizations today. However, case studies on KM reveal that there have been failures and successes in almost equal measure. There is a need therefore for organizations to examine their present Knowledge Management environment, and work towards building a roadmap for future action to improve the effectiveness of the KM initiative.

In order to identify required KM action, managers need to understand emerging thought and best practices in key areas of Knowledge Management, including KM strategy and alignment, KM processes, policies and systems, and equally important, emerging supporting technologies and standards, in particular the emergence of social networking tools and platforms. An appreciation of implementation issues is also essential.

ASCI's 3-day programme on "I.T Enabled Knowledge Management" provides an informed, action-oriented perspective on emerging thought and best practices in Knowledge Management for the organization, which will help your organization to take stock of its present KM environment and create a roadmap for effective Knowledge Management action.

## PROGRAMME OBJECTIVES

- i) To provide an informed perspective on the strategic role of Knowledge Management in sustaining organizational excellence, and alignment of KM strategy with business objectives.
- ii) To discuss popular Knowledge Management Frameworks, and best practices in designing processes, systems and interventions to create environments that nurture and leverage both tacit and explicit knowledge.

- iii) To provide an exposition of key Information Technologies and their deployment in Knowledge Management systems.

- iv) To highlight processes and issues in implementation and learn from sharing real world experiences.

## PROGRAMME STRUCTURE

The programme is structured around the following themes:

### **Knowledge Management Perspectives**

Perspectives, models and frameworks for Knowledge Management; Knowledge processes and Organizational Learning; Assessing the KM environment; Aligning Knowledge Management strategy with business objectives.

### **Supporting the Knowledge Cycle**

Supporting knowledge creation; knowledge sharing and knowledge use: Nurturing and harvesting tacit knowledge; Social networking and collaboration through communities; Supporting classification and codification of explicit knowledge; Knowledge diffusion approaches.

**Knowledge Asset Management** including Intellectual Property Management, Knowledge Repositories, Expertise locator systems.

### **Information Technologies for Knowledge Management**

Architectures and standards for Knowledge Management; knowledge discovery platforms; the Semantic Web; Document and content management Systems, Collaboration platforms, the effective use of social networking tools and platforms; Enterprise knowledge portals; data warehousing and data mining; e-Learning platforms.

### **Implementing Knowledge Management**

KM implementation approaches; Case studies in KM implementation; Barriers to effective KM implementation; Cultural issues; Human issues; Strategies for success.

## METHODOLOGY

The emphasis will be on learning through lectures, case studies, exercises and experience sharing with Industry practitioners and speakers from organizations that have implemented IT-enabled KM initiatives.

Participants are encouraged to bring with them information and issues relating to knowledge management and related information technology issues which could be used for discussions during the programme.

## PARTICIPANT PROFILE

Participation in the programme will be of value to organizations in the manufacturing, services and the institutional sectors. The programme would benefit senior executives in management and administrative functions (such as marketing and sales, Customer Service, R&D, production, Human Resources Management, finance, logistics and others), and knowledge management as well as IT functions. A team of executives should participate to provide the required cross-functional appreciation.

## VENUE

The Programme is fully residential and the participants will be accommodated in single air-conditioned rooms in the Bella Vista or the College Park Campus of the College at Hyderabad. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Campus will be arranged by the College.

## DURATION

The Programme duration is from **Wednesday, February 22, 2012 to Friday, February 24, 2012**. The participants are expected to arrive a

day before the commencement and may leave after the conclusion of the programme.

## PROGRAMME FEE

Rs. 26,500/- (US \$1160 if foreign) plus Service Tax @10.30% per participant will be charged to cover tuition, board & lodging, courseware and other facilities of the College including Internet usage. Local participants not availing hostel accommodation will be given a discount of Rs. 1000/- per day for the duration of the programme.

A concession of ten per cent is given to the second nominee and onwards. A ten per cent concession is also given to a woman participant. In either case, the maximum allowable concession is 10%.

## MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

## LAST DATE FOR NOMINATION

The nomination form duly filled in along with the Demand Draft made out in favour of "**Administrative Staff College of India**" payable at Hyderabad should reach the **Programmes Officer** by **February 8, 2012**.

## LAST DATE FOR WITHDRAWAL

**February 15, 2012**. Any withdrawals after this date will entail forfeiture of fee paid.

## ASCI ALUMNI ASSOCIATION

Participants of College programmes will automatically become members of ASCI Alumni Association.

## CERTIFICATE OF PARTICIPATION

The College issues a certificate of Participation on conclusion of the Programme.

Programme Director

**Prof. Nirmala Apsingkar**

E-mail : nirmala@asci.org.in

# ASCI Management Development Programmes - 2011-2012

## GENERAL MANAGEMENT

GMP for Senior Executives – Session 118	9-Jan-2012	3-Feb-2012
MDP for Women Executives	9-Jan-2012	13-Jan-2012

## ECONOMICS

Business Analysis and Forecasting Techniques	2-Feb-2012	4-Feb-2012
Financial Systems Management and Accountability in Govt.	13-Feb-2012	17-Feb-2012

## ENVIRONMENT

Environmental Appraisal for Developmental Projects	7-Nov-2011	9-Nov-2011
Pharma & Chemical Sector-Environmental Aspects & Mitigation Planning	23-Jan-2012	25-Jan-2012

## FINANCE

Finance for Non-Finance Executives	28-Nov-2011	30-Nov-2011
Managing Costs to Enhance Profitability	9-Jan-2012	11-Jan-2012
Financial Valuation	1-Feb-2012	3-Feb-2012

## GENDER STUDIES

Gender Budgeting and Planning	23-Jan-2012	25-Jan-2012
Enabling Gender Inclusivity & Leadership for Women Managers	8-Mar-2012	10-Mar-2012

## HUMAN RESOURCE MANAGEMENT

Strategic Human Resource Management	27-Nov-2011	25-Nov-2011
Study Tour	26-Nov-2011	2-Dec-2011
Leadership Skills Development	28-Nov-2011	2-Dec-2011
HRM for Line Managers	5-Dec-2011	9-Dec-2011
Strategic Leadership	12-Dec-2011	16-Dec-2011
Improving Work Culture	19-Dec-2011	21-Dec-2011
Leadership for Managing Change	16-Jan-2012	20-Jan-2012
Communication Skills for Managers	30-Jan-2012	3-Feb-2012
Strategic Human Resource Management	6-Feb-2012	10-Feb-2012
Executive Coaching for Leadership Development	6-Feb-2012	10-Feb-2012
Team Building and Conflict Management	20-Feb-2012	24-Feb-2012
Decision Making for Effective Leadership	5-Mar-2012	9-Mar-2012
Effective Trade Union Management	26-Mar-2012	30-Mar-2012

## HEALTH STUDIES

Using Data for Programme Monitoring & Evaluation	2-Feb-2012	4-Feb-2012
Managing Hospitals Effectively	6-Feb-2012	10-Feb-2012
R&R-Policies and Issues	5-Mar-2012	7-Mar-2012

## INNOVATION & TECHNOLOGY

Innovation Management	6-Feb-2012	10-Feb-2012
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## INFORMATION TECHNOLOGY

e-Procurement	5-Dec-2011	7-Dec-2011
IT Enabled Knowledge Management	22-Feb-2012	24-Feb-2012
Management of IT	12-Mar-2012	14-Mar-2012

## MARKETING

Sales Management	31-Oct-2011	4-Nov-2011
Strategic Marketing	21-Nov-2011	25-Nov-2011

## OPERATIONS

Procurement Procedures for World Bank Aided Projects	10-Oct-2011	21-Oct-2011
Materials and Supply Chain Management	31-Oct-2011	4-Nov-2011
Lean Manufacturing	30-Jan-2012	1-Feb-2012
Procurement Procedures for World Bank Aided Projects	6-Feb-2012	17-Feb-2012
Project & Contract Management	5-Mar-2012	9-Mar-2012

## RESETTLEMENT & REHABILITATION

R & R and Environmental Policies & Issues for Developmental Projects	22-Feb-2012	24-Feb-2012
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## STRATEGIC MANAGEMENT

CSR & Sustainability Reporting	21-Nov-2011	23-Nov-2011
Strategic Management	13-Feb-2012	17-Feb-2012

## URBAN GOVERNANCE

Change Management for Achieving Continuous Water Supply (24/7) for all in Urban Areas	12-Dec-2011	16-Dec-2011
Towards Universal Sanitation in Urban Areas	4-Jan-2012	6-Jan-2012
ASCI-WBI MDP on Strengthening Urban Management in India	16-Jan-2012	20-Jan-2012
Public Private Partnership in Urban Infrastructure and Service Delivery	5-Mar-2012	7-Mar-2012

For further details, please contact :

**Programmes Officer**

**Administrative Staff College of India**

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**

Phone : 0091-40-66534247, Cable : BELLAVISTA

Fax : 0091-40-66534356



[www.asci.org.in](http://www.asci.org.in)



**Nomination Form  
Programme on**

**I.T. ENABLED KNOWLEDGE MANAGEMENT**

**(February 22–24, 2012)**

**Nominee's Personal Information :**

Name	: _____	Date of Birth	: _____
Designation	: _____		
Organisation	: _____		
Address	: _____		
Phone(s)	: (Off) : _____	(Mobile) :	_____ Home : _____
e-mail	: _____		Fax : _____
Education	: _____		

Training Programmes Attended : \_\_\_\_\_

**Nominee's Career Profile :**

Organisation	Position	Responsibility	No. of Years

**Expectations from the programme :**

_____ _____ _____
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**Medical Insurance :**

Name of the Insurance Agency	Policy Number	Validity upto

**Note :** Coverage should be available in Hyderabad, India

Amount Payable :	Mode of Payment (DD/Ch) :
Instrument Number :	Date of Instrument :
Name of the Bank :	

**Signature of the Sponsoring Authority :**

Name :

Designation :

Date :

NOTE : ▶ Forward nomination form to : **Mrs. P. Mahalaxmi, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in



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Leadership through Learning

## **ADMINISTRATIVE STAFF COLLEGE OF INDIA**

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, A.P. (India)

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**Prof. Nirmala Apsingikar**  
Programme Director

December 9, 2011

Dear Sir/Madam

**Programme on**  
**I.T. ENABLED KNOWLEDGE MANAGEMENT**  
**(February 22–24, 2012)**

ASCI is pleased to announce its programme on IT-Enabled Knowledge Management.

The programme provides an informed, action-oriented perspective on Knowledge Management that will help your organization to understand emerging thought and best practice in key areas of Knowledge Management, including KM strategy and alignment, KM processes, policies and systems, and equally important, emerging supporting technologies and standards, in particular the emergence of social networking tools and platforms, and implementation issues.

This perspective will enable your organization to take stock of its present Knowledge Management environment and work towards building a roadmap for Knowledge Management action.

The enclosed brochure contains details about the programme and highlights its value. We welcome nominations from your organization. Copies of the enclosed nomination form may be used for additional nominations.

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The Sponsoring Agency is required to endorse the nominee's Medical coverage in the event of hospitalization.

Please do get in touch with us for any further information / clarifications (e-mail: [nirmala@asci.org.in](mailto:nirmala@asci.org.in)) fax: (040) 6653 4356

We thank you and look forward to your response.

With best regards,

**Nirmala Apsingikar**

Encl: Programme Brochure along with Nomination Form