

# Course description

<b>Course abbreviation:</b>	KCH/IZNAM	<b>Page:</b>	1 / 3
<b>Course name:</b>	Information and Knowledge Management		
<b>Academic Year:</b>	2016/2017	<b>Printed:</b>	23.09.2017 20:07

<b>Department/Unit /</b>	KCH / IZNAM	<b>Academic Year</b>	2016/2017
<b>Title</b>	Information and Knowledge Management	<b>Type of completion</b>	Pre-Exam Credit
<b>Accredited/Credits</b>	Yes, 4 Cred.	<b>Type of completion</b>	Oral
<b>Number of hours</b>	Přednáška 1 [Hours/Week] Seminář 1 [Hours/Week]		
<b>Occ/max</b>	Status A      Status B      Status C	<b>Course credit prior to</b>	NO
<b>Summer semester</b>	0 / -      0 / -      0 / -	<b>Counted into average</b>	NO
<b>Winter semester</b>	0 / -      9 / -      0 / 10	<b>Min. (B+C) students</b>	not determined
<b>Timetable</b>	Yes	<b>Repeated registration</b>	NO
<b>Language of instruction</b>	Czech	<b>Semester taught</b>	Winter semester
<b>Substituted course</b>	None		
<b>Preclusive courses</b>	N/A		
<b>Prerequisite</b>	N/A		
<b>Informally recommended courses</b>	N/A		
<b>Courses depending on this Course</b>	KCH/UMZVI		

## Course objectives:

### Aims

The subject is focused on application of information in the organization and informational management, on activity and function of the informational centre, prospects and progress of the centre, its personnel cast, marketing in the centre activity, the data and information protection, on bases of knowledge society, on the present requirements of the educational system.

## Requirements on student

### Requirements

Achieving 70% of the total points from the written test after the lecture finishing and submission of the seminary work.

Evaluation of the subject as well as the exam grading is made according to the articles No 31 - 33 in the Regulations on Study and Examinations University of Ostrava

## Content

### Content

1. Information in the enterpriser sphere)
2. The information strategy of organization, the informational management
3. Control of the information sources, control of information and knowledge
4. The information centre - activity, the provided services
5. Progress of the information centre
6. Marketing in the information centre activity
7. The data and information protection, Competitive Intelligence, process of intelligence, disinformation
8. Control of knowledge in the organization
9. Learning organization
10. Characteristic of the present and prospect phase of the information society progress from the point of view of practice.
11. The upbringing and educational process as a danger factor of the informational society

## Prerequisites - other information about course preconditions

none

## Competences acquired

### Competences

Knowledge of the information significance in the enterpriser sphere, information strategy of organization and informational management.

Knowledge of principles of the information control, the information strategy of organization and informational management

Orientation in activity and services of the information centre, its marketing, conceptual evolution, the data information protection, competitive intelligence.

Orientation in control of knowledge and in cooperation with the personnel department in organization.

The basic orientation in the field of the lifelong education, learning organization and educational process

Competences - communicative, control and managerial.

## Studijní opory

### Guarantors and lecturers

- **Guarantors:** doc. Ing. Jan Vymětal, CSc.
- **Lecturer:** doc. Ing. Jan Vymětal, CSc.
- **Seminar lecturer:** doc. Ing. Jan Vymětal, CSc.

### Literature

- **Recommended:** různé. *Aktuální články z Hospodářských novin a časopisů Moderní řízení, Ekonom, Profit, Euro.*
- **Recommended:** VYMĚTAL, J., DIAČIKOVÁ, A., VÁCHOVÁ, M. *Informační a znalostní management, LexisNexis CZ, 2005, 400 s. ISBN 80-86920-01-1.. &, &.*
- **Recommended:** VODÁČEK, L., ROSICKÝ, A. *Informační management. Pojetí, poslání, aplikace. Praha: Management Press, 1997, 146 s. ISBN 80-85943-35-2..*
- **Recommended:** TRUNEČEK, J. *Management v informační společnosti. Praha: VŠE, 1997.*
- **Recommended:** PALMER, S., WEAVER, M. *Úloha informací v manažerském rozhodování. Praha: Grada Publishing, 2000, 162 s. ISBN 80-7169-940-3..*
- **Recommended:** VYMĚTAL, J., VÁCHOVÁ, M. *Úvod do studia odborné literatury. Praha: ORAC, 2001, 287s..*
- **Recommended:** MLÁDKOVÁ, L. *Znalostní management v praxi. Praha: Profesional Publishing., 2004, 155 s. ISBN 80-86419-51-7..*

### Time requirements

Activities	Time requirements for activity [h]
Being present in classes	26
Self-tutoring	35
Scientific text studying in the Czech language	25
Consultation of work with the teacher/tutor (incl. electronic)	14
<b>Total:</b>	<b>100</b>

### assessment methods

#### professional knowledge

Continuous analysis of student's achievements

Written examination

### prerequisite

#### professional knowledge

none

### teaching methods

#### professional knowledge

Dialogic (discussion, dialogue, brainstorming)

Monologic (explanation, lecture, briefing)

## learning outcomes

### professional knowledge

Competences

Knowledge of the information significance in the enterpriser sphere, information strategy of organization and informational management.

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The basic orientation in the field of the lifelong education, learning organization and educational process

Competences - communicative, control and managerial.

### Course is included in study programmes:

Study Programme	Type of	Form of	Branch	Stage	St. plan v.	Year	Block	Status	R.year	R.
Biology	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Biology	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2	2016	Povinně volitelné předměty	B	2	ZS
Geography	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Chemistry	Bachelor	Full-time	Chemistry	1	2012	2016	Povinně volitelné předměty	B	2	ZS
Chemistry	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Information Science	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Mathematics	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Physics	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2012	2016	Předměty všeobecné a rozšiřující	B	2	ZS
Physics	Bachelor	Full-time	Společný základ dvouoborového Bc. studia	1	2	2016	Povinně volitelné předměty	B	2	ZS