# MBA (Information and Knowledge Management): Core Structure-A Proposed Curriculum for Social and Business Development by Promoting Information Transfer Cycle

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**Abstract:** Information is treated as superpower and most valuable resource for each and every type of organizations and institutions and all most all service sectors. Virtually information is also a valuable tool for home and personal purpose also. Practically managing information is very much urgent and important aspects. Without managing and proper management of information and similar facet, societal, organizational and personal development is tough enough. Around the world Information Management is coming as important education programme. However, the need of Information Management and allied task fulfils few other domains, importantly a very few programmes is developed in Information Management with MSc Degree. In India and some other countries, MBA consider as vital management degree. Here several specializations are offered but still Information Management or Knowledge Management specialization is not so much available. This paper is actually present a proposed MBA curriculum with IKM specialization.

**Keywords:** Information; Knowledge; Knowledge management; Information world; information is power; MBA-Information; Knowledge management.
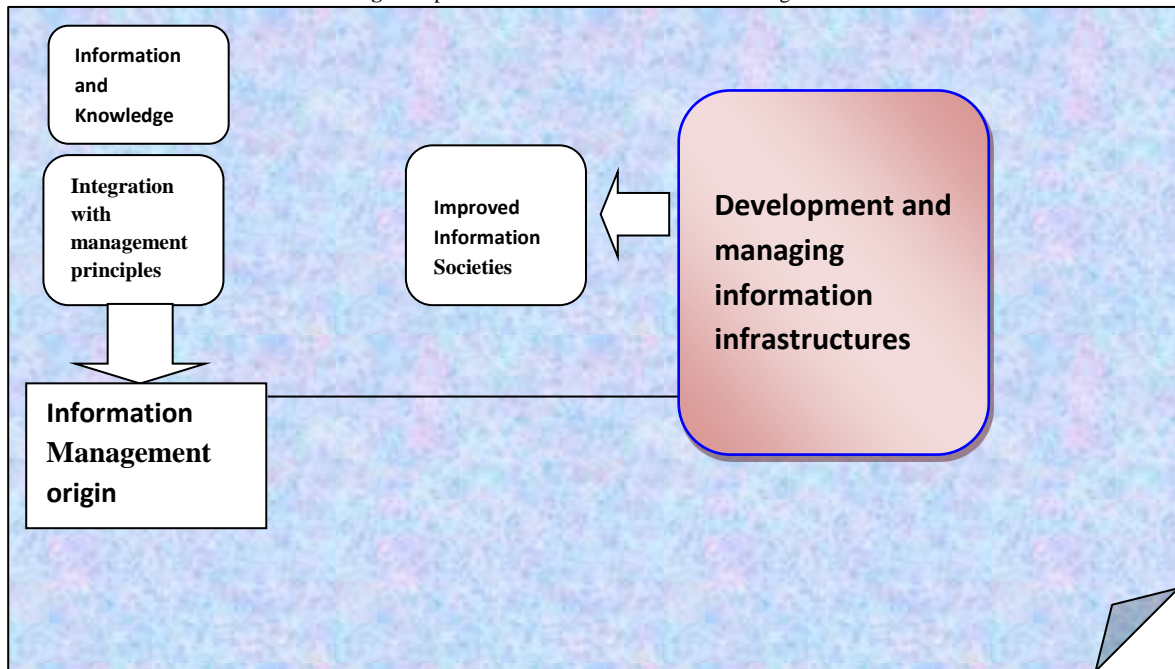
## 1. Introduction

The term Information Management is very much popular now days. Virtually, Information Management deals not only information content of the documents as well as knowledge representation in the employer brains. Practically applications and integration of management science with information fields results the domain Information Management or knowledge management (www.ischools.org), (Paul, 2013a). Planning, organizing, directing, staffing, reporting and budgeting are the main principles of management and virtually all these principles are possible to use in information and knowledge management. Information Management coded information becomes knowledge for the future use bit in knowledge management, coded knowledge becomes information for future knowledge bases. Information Management is possible to offer as an academic programme in Information Science schools as well as management/ business schools; due to its several benefits and valuable role.

## 2. Objectives

The main aim and objective of this study is includes:-
- To learn basic about Information and Knowledge Management.
- To know the role of Knowledge Management in several sector.
- To learn some possible and probable degree programme related to Information Management and allied fields.
- To learn about management education in India.
- To draw a model curriculum on Information and Knowledge Management with special reference to MBA.

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**Fig-1.** Depicted ultimate role of Information Management



## 3. Information and Knowledge Management

Application and uses of management principles in information activities; ranging from collection, selection, organization, processing, management and dissemination may be called as Information Management. In other hand, Information Management may also treat as the domain which is helps in information processing and management and their original situation and characteristics management. Though Information Management and Knowledge Management is more or less same; but having some disparities. Actually both need to meet several challenges. For Information Management, the challenges we can find evaluating separate information items and demonstrate the power of Information Management in the context of profit margins, increased original efficiency and so on. Other hand the Knowledge Management deals the tapping the un-codified knowledge and creates an environment that would facilities creation of new knowledge and storing it for organizational development (Abeysekera and Guthrie, 2004), (Paul, 2013a). Information and Knowledge Management is helps in creation of knowledge repositories and information retrieval and knowledge access for an organizations, institutions, educational institutions, governmental agency and so on. Virtually Information and Knowledge Management is helps in better Information transformation cycle and management. Building Information Infrastructure is many ways possible through the Information and Management activities (Agarwarl, 1989), (Paul, 2013b).
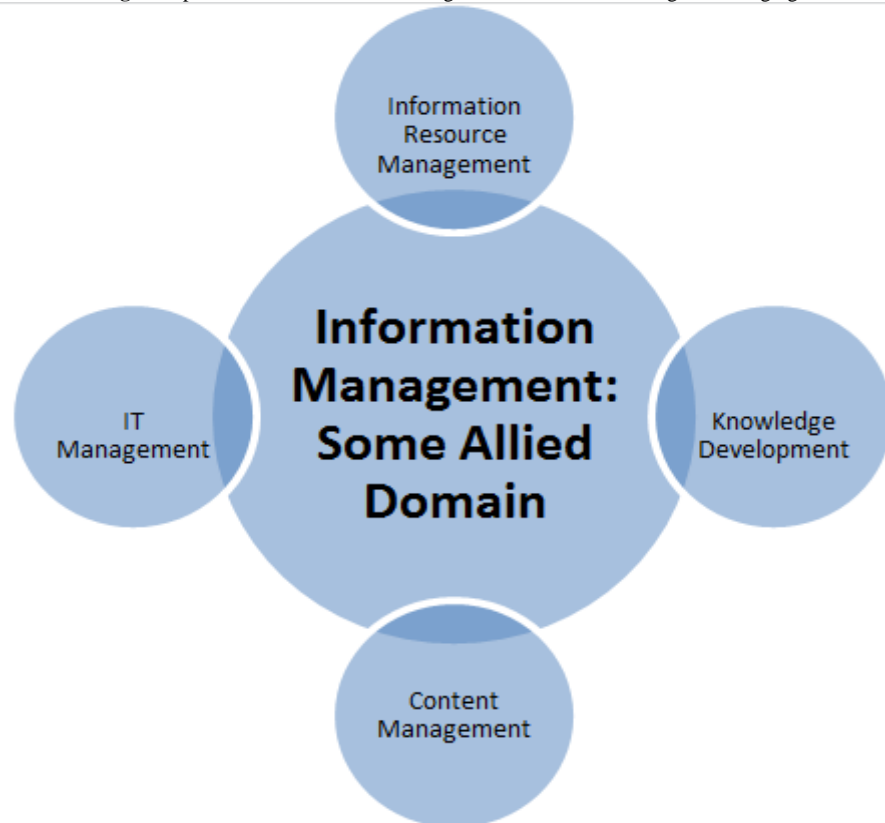
## 4. Management Education in India

Management is one of the important educational programme in India and around the world. The popularization of Management Education emerged during 1970's and onwards. Management Education earlier only offers at technical institutions and professional development institution in India. In India first educational institute which started management degree was IASWBM, Kolkata, WB, India in early 1950's. Later on some universities started management degree programme initially as Post Graduate Diploma and Masters Level; later on, various specialization of Management introduced like Human Resource Management, Financial Management, Marketing, Systems, Operation Research, Banking, and International Business. The flagship management programme in India is MBA, MBA [Specialization]. Though the flagship institutes are considered as Indian Institute of Management's (which is established as Institute of National Importance) run PGDM programme on management; not MBA programme. Recently some universities are offering two specializations and one major and another minor specialization. Interestingly apart from conventional specialization some new specializations has been launched like:-

- Hospitality Management.
- Agri Business Management.
- Tourism Management.
- Entrepreneurship Management.
- Event Management.
- Environment Management.
- IT Management.
- Supply Chain Management.
- Wild Life Management.
- Airport Management.
- eGovernance.
- FireSafety Management

- Industrial Safety Management.
- Institutional Management.
- NGO Management.
- Police Administration.
- Production & Operations Management.
- Sustainable Development.
- Total Quality Management.

Management programme largely depends on Management colleges which granted by AICTE for several parameters. The Bachelor Degree programme [BBA/BBM] is not fall under the view of AICTE. As like other specialization there is an enough scope to offer Information and Knowledge Management as an academic specialization in MBA programme for several reasons (Balwan and Kapila, 2004), (Paul, 2013c).

**Fig-2.** Depicted some Information Management allied field, existing and emerging



## 5. MBA [Information and Knowledge Management]: Applications

Due to several benefits of Information and Knowledge Management; already some of the Indian universities and educational institutes started Information and Knowledge Management programme; these are University of Mumbai, Mumbai as Masters in Information Management [MIM] through MET College. This course is included both management and computing gradients. Another institution ISIM, Mysore University, Karnataka offers PGD in Information Systems and Management. The University of Kurukhstra offers Bachelor of Information and Management through Distance education mode of study another institute TASSMAC offers only MBA-Information Management; but from the affiliation from The University of Wales, UK. Recently The Delhi Technological University [DTU] launched country's first MBA-Knowledge Management programme with semester system. Practically we already discus some differences between Information Management and Knowledge Management. Here in this paper we present a model curriculum on Information and Knowledge Management with MBA nomenclature (Bansal, 2005), (Paul, 2013c), (Paul, 2013d). The proposed MBA-Information and Knowledge Management is helpful for several benefits such as—

- To create and develop knowledge repositories.
- To improve as well as the information retrieval and knowledge access.
- To save money, employer, time and other human resource practice in Information and Knowledge Management. To enhanced the knowledge environment in a better way.
- To manage knowledge as an asset and to recognize the value of knowledge of an Organization.
- To secure a competitive environment and a capacity for learning. As it is the essence and power of the competitive edge (Paul, 2013b), (Kintsch 2003; www.infosci.cornell.edu/).
- To unite knowledge and information with the process, products, systems and control.

- As it is versatile and can be transferred formally through training or informally by the medium of workplace socialization.
- To help in better decision making process and decision support systems. To modernize the whole information and knowledge infrastructure of an organization.

## 6. MBA (Information and Knowledge Management: Model)

Designing and Development of curriculum is tough enough; academia and educationalist and obviously subject expert and researcher need to see several things and literature is used. Running Information and Knowledge Management course gradients, their requirement in Information and Knowledge Management, societal and organizational need also put priorities (Buckland *et al.*, 1995), (Wang *et al.*, 2010), (Vickery and Brian, 1994). The norms and educational guidelines handled to prepare a market ready curriculum. During preparation we included both management gradients and Information Science gradients. However due to course advancement we also include some aspects of social and legal studies, psychology and cognitive science, mathematical and statistical sciences. Some of the following papers like-

- Information and Knowledge;
- Information and Knowledge Management;
- Organizational and Business Informatics;
- Business Intelligence;
- Knowledge Organization and similar papers put priorities during sought out course gradients from Information Science in Information and Knowledge Management.

Other hand, we included Business and Management papers as the Degree is Management [MBA] and Information and Knowledge Management is just the specialization. The proposed curriculum/ papers started with Information and Knowledge Management specialization from initially [from the first semester] we provide our intention to include several practical/lab based assignment in the papers (Paul, 2013a), (Boyd Rayward, 1997). Table 1 is representing proposed MBA-IKM structure where total 20 papers which are deals with 3 credits and for each credit we keep 30 hours of study. Here it is mentioned the details of papers with practical, collaboration requirements and so on. So, total 60 credits have been proposed. The last semester proposed with an 'internship' skill gradient along with dissertation and project preparation.

## 7. Findings

- Information and knowledge Management is an interdisciplinary domain.
- IKM Programme needs collaboration among the related department for the betterment of course.
- MBA course is most popular educational programme in India among the management programme.
- MBA-Information Systems and MBA- Information and Knowledge Management mistakenly considered as equivalent in many cases.

## 8. Suggestion

- IT department, Information Science department, Management Department need to collaborate each other to offer MBA-IKM;
- IKM is helpful in Governmental and educational practices; thus the concerned department need to start programme on IKM;
- Initial planning, funding is very much urgent in several cases.

**Table-1.** Depicted the proposed MBA-Information Management syllabus with paper name, credit and requirement of collaboration

| Semester | Paper Name | Credits | Collaboration Requirement | Practice/ Practical requirement |
|---|---|---|---|---|
| First | Principles of Management | 3 | NA | No |
| First | Organizational Behavior | 3 | NA | No |
| First | Information and Knowledge | 3 | Collaboration | Yes |
| First | Information and Knowledge Management | 3 | Collaboration | Yes, in Information Science Department or similar |
| First | Computer Fundamentals and DBMS | 3 | Collaboration | Yes, in IT Department or similar |

| Semester | Paper Name | Credits | Collaboration Requirement | Practice/ Practical requirement |
|---|---|---|---|---|
| Second | Financial Management | 3 | NA | No |
| Second | Policy Making and SWOT Analysis | 3 | NA | No |
| Second | Enterprise Resource Management | 3 | Collaboration | Yes, in IT Department or similar |
| Second | Knowledge Organization | 3 | Collaboration | Yes, in Information Science Department or similar |
| Second | Business Informatics | 3 | Collaboration | Yes, in IT Department or similar |
| Third | Human Resource Management | 3 | NA | No |
| Third | Information and Strategic Management | 3 | Collaboration | Yes, in Information Science Department or similar |
| Third | Information society and Digital Divide | 3 | Collaboration | Yes, in Information Science Department or similar |
| Third | MIS | 3 | NA | No |
| Third | Virtual Community and Social Networking | 3 | Collaboration | Yes, in Information Science Department or similar |
| Fourth | Internet and web Technologies | 3 | Collaboration | Yes, in IT Department or similar |
| Fourth | Record Management and Search Engine | 2 | Collaboration | Yes, in IT Department or similar |
| Fourth | CISCO and Information Networking | 2 | Collaboration | Yes, in IT Department or similar |
| Fourth | DBMS with oracle | 2 | Collaboration | Yes, in IT Department or similar |
| Fourth | Dissertation and Internship | 4+2 | Collaboration, depending upon need | Depending upon nature of work |

## 9. Conclusion

Information and Knowledge Management education in India comparatively new than other information and technology related domain. Practically, Information and Knowledge Management and its value still unknown to the academic, industrial and governmental community. Information and Knowledge Management has two foci, in one foci IKM is close to information foundations such as Information Centers, Documentation Centers, Libraries and in other foci, Information Management is uses in the MNC's, IT companies , Digital repositories for better Information activities. Departments, around the world which are offered IKM course also classified in two sectors. In one sector IKM is much more Knowledge Organization tools based and less computational; where as another foci is just opposite and depends on DBMS, Networking and Intelligence tools. Practically the proposed curriculum prepared such a

manner where both the foci are provided importance for sophisticated information processing and management of their concerned field.

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