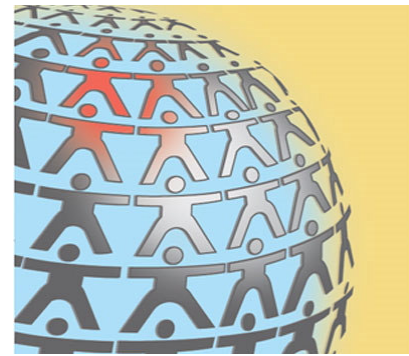


# Minor Web 2.0/3.0 & Knowledge Sharing

**Hogeschool van Amsterdam,  
Amsterdam University of Applied  
Sciences, School of Design and  
Communication, Netherlands**

Period: semester 2 2009-2010 (start February 2010)



*Don't reinvent the wheel!*

*I have already been working for a week on an assignment for a television company. Today I found out that my colleague gained a big assignment, which is similar to mine, at a television company three weeks ago. I am reinventing the wheel! A waste of time. I could have worked much more efficiently. Probably, my competitor, has already presented his proposal.*

## Contents of the Minor:

The sharing of knowledge is becoming more and more important in our medialized society. Web 2.0/3.0 seems to be the magic word. Organizations will have to anticipate this development in order to face competition and offer employees a challenging working environment. A well-developed knowledge based infrastructure is crucial to organizations. What role do online media

play and how can social media be implemented? What methods and techniques prove useful? How to convince both management and work staff of the necessity of knowledge sharing? How to implement Web 2.0/3.0 applications within knowledge intensive organizations and how to make sure that people will still be physically meeting one another and share knowledge?

Have you tried endorsing informal knowledge sharing and learning in your org?

Like allowing employees to wear Jeans on Friday?

Never mind!



Knowledge management can be the answer to these questions. It is perceived as the crucial means to increase productivity in organizations in the years to come. In this course we will deal extensively with the various roles knowledge managers fulfil. Knowledge managers advise on and stimulate the recording, maintaining, integrating and sharing of knowledge.

Courses:	
3rd period – February the 1 <sup>st</sup> 2010	4th period – 15th of April 2010
- Knowledge- & creativity management	- Marketing & Competitive Intelligence 2.0
- Social Media 2.0	- War gaming & Intellectual Capital
- New idea factory	- Web 2.0 & Spying, Stealing, Lying
- Web 2.0 & Project management	- Consulting Skills
- Business Case 1 Price Waterhouse Coopers	- Business Case 2 Royal Library/ Koninklijke Bibliotheek