



KNOWLEDGE MANAGEMENT: FOUNDATIONS
MPH - AHRM, SPRING 2021, BORN

WHAT DOES IT MEAN TO SPEAK ABOUT KNOWLEDGE?



PARIS







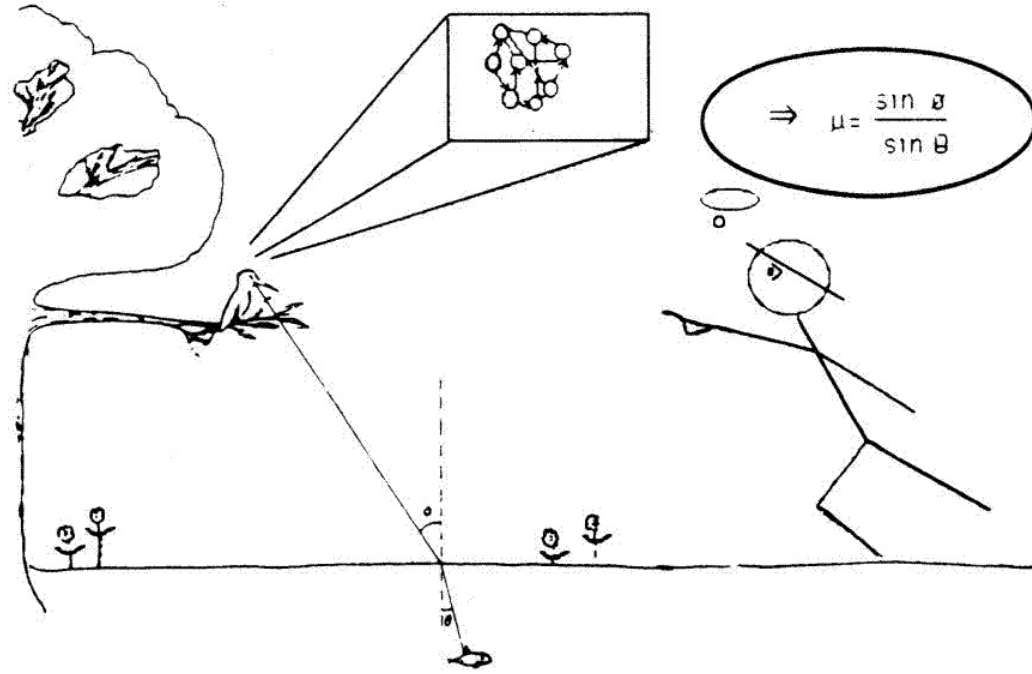
A

b



$$A > b$$





REPRESENTATION

Reasons:
Background
Knowledge

$H = \{E, K, F, M\}$;

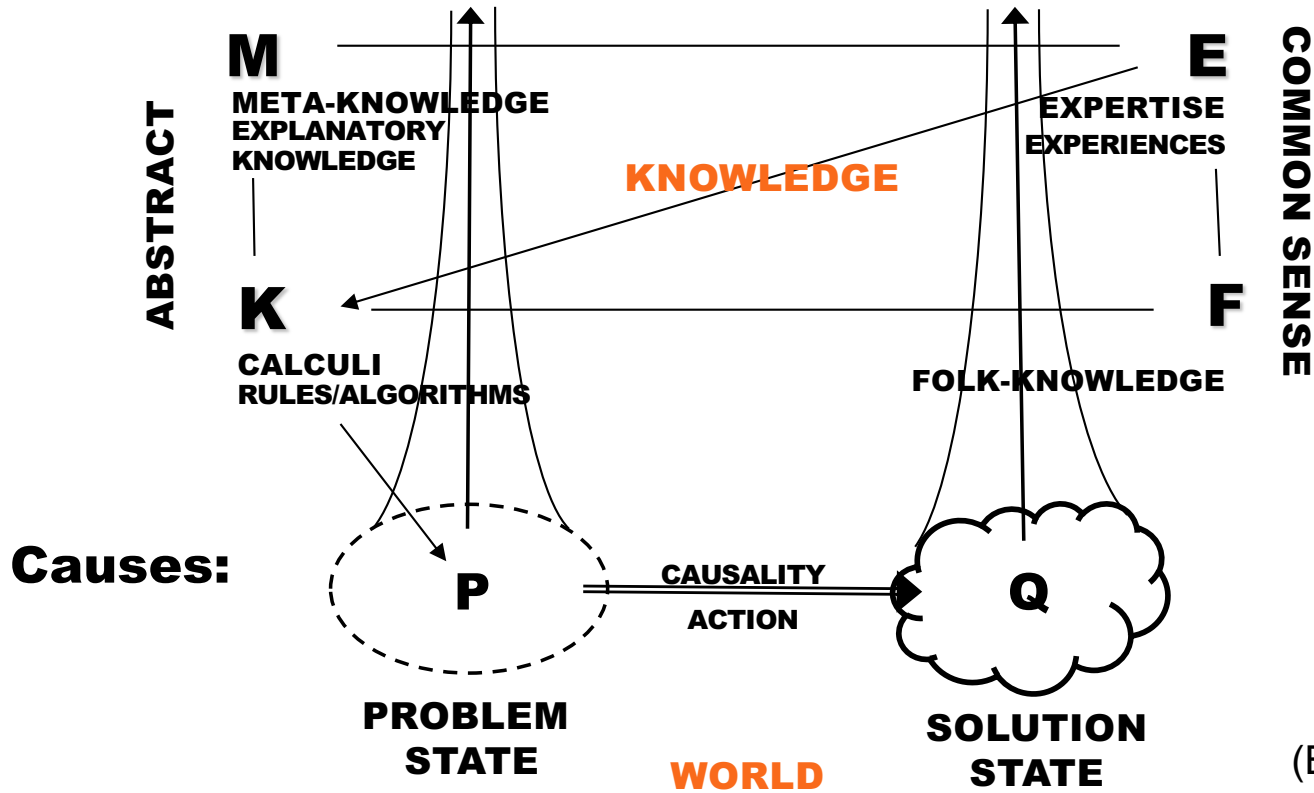
**PROBLEM
STATEMENT**

**SOLUTION
STATEMENT**

ARGUMENTATION
LOGIC

S

R



**WHAT CAN BE EXPLAINED BY KNOWLEDGE?
(WHY DO WE NEED KNOWLEDGE?)**



US AIRWAYS: THE FLIGHT 1549



BOEING: 737 MAX



SOVIET AIR DEFENCE FORCES: THE NUCLEAR ALARM



?







RANK XEROX





„WISSEN IST, WENN MAN TROTZDEM DENKT.“
(KNOWLEDGE IS WHEN YOU THINK ANYWAY)

RAINER BORN, 6.1.2021



HOW CAN THE SUCCESS OF AN ENTERPRISE
BE IMPROVED THROUGH KNOWLEDGE?





WHERE DOES KNOWLEDGE OF AN
ORGANISATION RESIDE?



WHAT CREATES KNOWLEDGE
OF (Y)OUR UNIVERSITY?



WHAT IS THE PROBLEM KNOWLEDGE AND
KNOWLEDGE MANAGEMENT RESPECTIVELY
SHALL SOLVE?



The background features a large orange shape on the right side, which is a right-angled triangle with its hypotenuse sloping upwards from left to right. On the left side, there are two overlapping triangles: a light blue one on top and a darker blue one on the bottom, both with their right angles at the bottom-left corner. The text 'QUESTIONS?' is positioned in the white space between the light blue triangle and the orange shape.

QUESTIONS?