



**PROFESSIONAL MASTER OF BUSINESS
ADMINISTRATION**

Johannes Kepler University Linz
Faculty of Economic and Social Sciences

Courses Block A	Weekly units / term	
Frameworks and Methodologies of Knowledge Management and its Applications	2	
Social Competence	1	
Corporate Culture	1	
Data Engineering	2	
Web Engineering	1	
Acquisition and Representation of Knowledge	2	
Organisation and Development of Organisations	2	
Organisational Semiotics	1	
Web-based Content Management	2	
Intellectual Capitalising	1	

Courses Block B	Weekly units / term	
Knowledge Portals	1	
Social Software	1	
Business Intelligence	2	
Knowledge Processing and Knowledge Organisation	2	
Frameworks of Organisational Learning	1	
Simulation of Knowledge-Based Enterprises	1	
The Nature of Knowledge and Knowing	2	
Communities of Practice	1	
Dialogue & Leadership	1	
Motivation Theories	1	
Applied Project Management	2	

Courses Block C	Weekly units / term	
Visualisation of Information	2	
Intellectual Property (Rights)	2	
Networking and Value Management	3	
Best Practice Development	1	
Workshop on Methods	2	
Knowledge Management Project – Master Thesis	10	
Final Exam		

<p>Total weekly units: 50</p> <p>Total duration: 3 terms</p>
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