



087 Knowledge Management for Increased Student Interaction

Ir. P. A. M. van Kollenburg¹

Lecturer Fontys Engineering
Fontys University of Applied Sciences
PO box 347
5600 AH Eindhoven, The Netherlands
p.vankollenburg@fontys.nl

Drs. S. R. G. Kawarmala

Lecturer Fontys Engineering
Fontys University of Applied Sciences
PO box 347
5600 AH Eindhoven, The Netherlands
s.vanderkuyp@fontys.nl

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Teaching classes, a traditional way of transferring knowledge, is what we didn't want to do in our new to develop course "Customer Oriented Innovation" (COI).

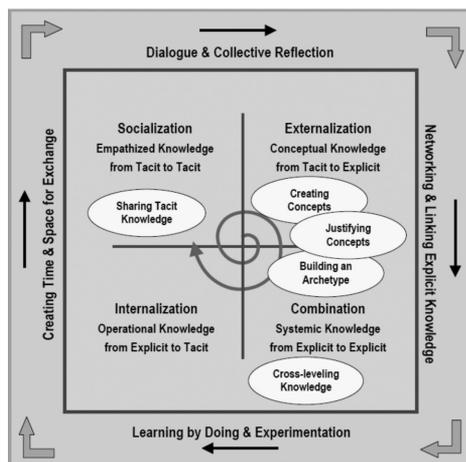


Fig 1. A Graphic Depiction of Nonaka's & Takeuchi's. Theory on Knowledge Creation, the SECI model [2]

¹ Peter A.M. van Kollenburg, p.vankollenburg@fontys.nl



Nonaka's and Takeuchi's [1] relevant work allowed us to understand easily and clearly how knowledge may be shared by transforming tacit knowledge into more explicit forms.

Although their book "The Knowledge-Creating Company" was written for application in companies the SECI model (Socialization-Externalization-Combination-Internalization) can also be used in a learning environment. The central thought of the model is that knowledge held by individuals is shared with other individuals so it interconnects to new knowledge. The spiral of knowledge or the amount of knowledge so to say, grows all the time when more rounds are done in the model (see Figure 1). The COI course was developed in 2009 along this road map of knowledge creation.

The different activities lead to a more student- active learning. Such activities are:

Interaction between students through class discussion, coming prepared to class, topics are approached from divers angles, forming own opinions based on what they have read, producing a video instead of a presentation [3] on the research results. These activities indorse student ownership, accountability, and control of their learning process. Students respond positive to this teaching method. A challenge in this teaching method for the lecturer is coaching, and not lecturing, the students during this process. The lecturer must be able to guide this process in such a way that the students stay in control of their learning process and the learning curve increases. The student presentations and discussions are activities where not always the desired quality of learning is reached. In our paper we will discuss in detail the setup of the course, the student reflections and future adaptations of the course. ■

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