

# Asian Productivity Organization

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## PROJECT NOTIFICATION ADDENDUM

29 August 2011

1. **Project Code** 11-IN-42-GE-TRC-B
2. **Project Title** e-Learning Course on Knowledge Management for the Service Sector  
(based on the Global Development Learning Network of the World Bank platform)
3. **Addendum No.** 1
4. **Reference** 11-IN-42-GE-TRC-B: Project Notification dated 4 August 2011
5. **Details**

**Venue:**

The participation of **Pakistan** has been changed from Phase 1 (21–23 November 2011) to **Phase 2 (5–7 December 2011)**.

Other terms and conditions as specified in the Project Notification dated 4 August 2011 remain unchanged.

A handwritten signature in black ink, appearing to read 'Ryuichiro Yamazaki'.

Ryuichiro Yamazaki  
Secretary-General

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## PROJECT NOTIFICATION

4 August 2011

1. **Project Code:** 11-IN-42-GE-TRC-B
2. **Project Title:** **e-Learning Course on Knowledge Management for the Service Sector**  
(based on the Global Development Learning Network of the World Bank platform)
3. **Duration:** Phase 1: 21–23 November 2011  
Phase 2: 5–7 December 2011
4. **Venues:** Phase 1: Bangladesh, India, IR Iran, Pakistan, and Thailand  
Phase 2: Fiji, Indonesia, Malaysia, Philippines, and Vietnam
5. **Implementing Organizations:** APO Secretariat and the following NPOs:

### Phase 1

- 1) Bangladesh: National Productivity Organisation, Dhaka
- 2) India: National Productivity Council, New Delhi
- 3) IR Iran: National Iranian Productivity Organization, Tehran
- 4) Pakistan: National Productivity Organization, Islamabad
- 5) Thailand: Thailand Productivity Institute, Bangkok

### Phase 2

- 6) Fiji: National Training & Productivity Centre, Fiji National University, Nasinu
- 7) Indonesia: Ministry of Manpower and Transmigration, Jakarta
- 8) Malaysia: Malaysian Productivity Corporation, Petaling Jaya, Selangor
- 9) Philippines: Development Academy of the Philippines, Manila
- 10) Vietnam: Vietnam Productivity Centre, Hanoi

*\*To maximize project benefit, the local venue may change depending on the level of interest, participant type, and suitability of the location as advised by the NPO.*

**6. Number of Participants:** More than 20 and up to 25 from each participating country (a total of up to 250 participants)

**7. Closing Date for Nominations:** Phase 1: 21 October 2011  
Phase 2: 4 November 2011

**8. Objectives:**

- a) To train participants from the service sector in the knowledge management (KM) methodology, framework, tools, and techniques.
- b) To train participants in the APO KM framework and implementation approach.

**9. Background:**

The economies of APO member countries, as in the rest of the world, are becoming more knowledge based. Today, knowledge is considered the key to economic growth and innovation.

KM is a discipline that enables individuals, teams, organizations, and communities to capture, store, share, and apply their knowledge collectively and systematically to achieve specific objectives. It can deliver a competitive advantage through greater competency and synergy, more balanced decisions with fewer errors, more creativity and innovation, broader collaboration and knowledge sharing, and easier links to expertise and understanding. KM has been used in most product-based companies and is also increasingly applied in the service sector. It can play an important role in making the service sector more competitive.

The APO is organizing this e-learning course on KM tailored for the service sector via the World Bank Global Development Learning Network (GDLN) platform. The APO and the Tokyo Development Learning Center have worked together over the last few years to organize a number of projects utilizing the GDLN for distance-learning seminars for member countries with access to the necessary IT facilities. Based on past success, the same modality is proposed to train more participants from member countries in KM in this two-phase course, covering 10 member countries.

**10. Modality of Implementation:**

The project will be implemented at the GDLN center in each country. Each resource speaker will deliver presentations from his/her home country or the nearest member country participating in this course. These presentations will be interactive, involving exercises and case studies while allowing participants to ask questions. In each phase of the course, there will be five to six country groups of 20–25 participants each. Each country group will be moderated by a country project coordinator in each GDLN center.

**11. Scope and Methodology:**

**Scope:**

- 1) What is KM and why is KM necessary?
- 2) KM tools and techniques
- 3) KM and its benefits to the service sector

- 4) KM to increase customer satisfaction by:
  - Accelerating innovation
  - Motivating people
- 5) The APO KM framework and implementation approach

**Methodology:**

Online lectures, online discussions, online presentations of case studies, group discussions, and assessment test.

**12. Participants:**

- a) Age: Preferably between 30 to 45 years.
- b) Education: University degree or equivalent qualification from a recognized institution.
- c) Present Position: Professionals involved in consultancy, NPO staff, and KM practitioners in the service sector.

At the end of the e-learning course on Knowledge Management for the Service Sector in 2011, an examination on the subject will be conducted. NPOs are requested to nominate individuals who are interested in attending the entire course.

- d) Experience: At least five years of experience in a related field.
- e) Language Proficiency: Proficiency in written and spoken English is essential.

**13. Financial Arrangements:**

**a) To be borne by the APO**

- i) All assignment costs for resource speakers to prepare presentation materials and deliver presentations.
- ii) Rental and other charges of the GDLN centers in Tokyo and other participating countries.
- iii) Honoraria for national coordinators designated by NPOs and transportation costs for field visits, if necessary.


**b) To be borne by participating countries**

- i) All other local implementation costs.

**14. Actions by participating member countries:**

Each participating country is requested to nominate more than 20 and up to 25 participants and submit their biodata (the first page of the APO biodata form only). The list of participants from each participating country must be finalized and sent to the APO Secretariat one week before the course begins. Please ensure that candidates nominated meet the qualifications specified above.

Participating countries will each identify a project coordinator from within the NPO or other relevant organization with basic knowledge of KM to coordinate and facilitate course activities at the local level. The coordinators will moderate group discussions among the participants during the training course in consultation with the NPO and chief resource persons identified by the APO Secretariat. The group discussions will include experience sharing, views of participants on KM, and review of e-learning sessions. Local project coordinators will also make all necessary arrangements with the local GDLN center.



Ryuichiro Yamazaki  
Secretary-General