



ASIAN PRODUCTIVITY ORGANIZATION

PROJECT NOTIFICATION

29 June 2015

1. **Project Code** 15-IN-17-GE-TRC-B
2. **Title** e-Learning Course on KM for SME Top Management
3. **Timing and Duration** Session 1: 28 September–1 October 2015
Session 2: 16–19 November 2015
4. **Venues** Session 1: Cambodia, Fiji, Indonesia, Philippines, and Vietnam
Session 2: Bangladesh, India, IR Iran, Mongolia, Nepal, Pakistan, and Sri Lanka

5. Implementing Organizations

APO Secretariat and the following NPOs:

Session 1

- 1) Cambodia: National Productivity Centre of Cambodia, Phnom Penh
- 2) Fiji: National Training & Productivity Centre, Fiji National University, Suva
- 3) Indonesia: Ministry of Manpower and Transmigration, Jakarta
- 4) Philippines: Development Academy of the Philippines, Manila
- 5) Vietnam: Vietnam Productivity Centre, Hanoi

Session 2

- 6) Bangladesh: National Productivity Organisation, Dhaka
- 7) India: National Productivity Council, New Delhi
- 8) IR Iran: National Iranian Productivity Organization Tehran
- 9) Mongolia: Mongolian Productivity Organization, Ulaanbaatar
- 10) Nepal: National Productivity and Economic Development Centre, Kathmandu
- 11) Pakistan: National Productivity Organization, Islamabad
- 12) Sri Lanka: National Productivity Secretariat, Colombo

(Note: To maximize project benefits, the local venue [city and/or videoconferencing center] may change depending on the level of interest, participant type, and suitability of the venue as advised by the NPO.)

6. Number of Participants More than 20 from each participating country.

7. Closing Date for Nominations Session 1: 28 August 2015
Session 2: 19 October 2015

8. Objectives

- a. To train participants from SMEs in the knowledge management (KM) methodology, framework, tools, and techniques and the APO KM framework.
- b. To show that KM is a useful tool that increases SMEs productivity and illustrates how KM could be adopted in participants' organizations.

9. Background

In today's economy, SMEs are important and have become an essential source of entrepreneurship, employment, and innovation. SMEs, however, are increasingly threatened by competitors from emerging economies. Therefore, they need to improve their products and services by adding value, which implies the development of unique selling points that can penetrate the global market. This in turn means that SMEs must emphasize the competitive advantages of their products and services. Knowledge or know-how becomes an intangible resource that provides a competitive advantage, and KM provides a consistent way of managing it.

Knowledge is rapidly becoming the most important asset of virtually all organizations; and SMEs are no exception. SME leaders need to manage knowledge for the same reasons as larger organizations. SMEs will be able to gain a competitive advantage through their ability to manage and exploit knowledge. To remain competitive, SMEs must first know what their knowledge assets are and then how to manage and make use of those assets to receive maximum return. KM can be a strategic weapon for SMEs and can help them develop more sustainable business practices, making them less vulnerable to the economic cycles of industry.

Over the last few years, the APO has organized a number of distance-learning projects for member countries with access to IT facilities. Based on past success, the same modality is proposed to train more participants from member countries in KM in this two-session course, covering 12 member countries.

10. Modality of Implementation

This course is offered using the APO's own videoconferencing platform. Appropriate videoconferencing centers in participating countries will be used for this purpose. Professional experts will conduct the training course. The course will be implemented in two sessions as described above. Each participating country team will be moderated by a local coordinator. On the last day, a written assessment test will be conducted to test the participants' learning from the course.

11. Scope and Methodology

The tentative modules will be covered are:

- a. Basic concepts of KM

- b. Importance and benefits of KM to SMEs
- c. The APO KM framework and implementation approach
- d. Case studies on KM implementation in SMEs
- e. KM challenges in SMEs

This distance-learning course will consist of a combination of videoconferencing and offline sessions such as online lectures, online discussions, online presentations of country case studies, offline group exercises, site visit, and assessment test.

The tentative program is given below:

Date	Activity
Day 1	Opening session through videoconferencing Presentation of resource papers through videoconferencing
Day 2	Presentation of resource papers through videoconferencing Briefing on the site visit
Day 3	Site visit
Day 4	Presentation of group exercise output by participating countries through videoconferencing Summing-up and closing sessions through videoconferencing Written assessment test

12. Qualification of Candidates

The participants are expected to possess the following qualifications:

Present Position	Owners, top executives, or managers of SMEs. (At the end of the e-learning course, an assessment test will be conducted. NPOs are requested to nominate individuals who are interested in attending the entire course.)
Experience	At least five years of experience in a related field.
Education	University degree or equivalent qualification from a recognized institution.
Language	All proceedings of the project are conducted in English, and participants are frequently required to make oral and written presentations. They must therefore be proficient in spoken and written English. Those who are not proficient in English will not be accepted.
Health	Physically and mentally fit to attend an intensive project requiring participants to complete a number of individual and group activities and strenuous fieldwork. It is therefore recommended that member countries not nominate candidates likely to suffer from physical and mental stress.
Age	Candidates who fit the above profile are typically between 35 to 50 years of age.

APO Certificate Participants are required to attend the entire program to receive the APO certificate of attendance.

13. Financial Arrangements

To be borne by participants or participating countries

All local implementation cost.

To be borne by the APO

- a. All assignment costs for resource persons to prepare presentation materials and deliver presentations.
- b. Rental and other charges of the videoconference system in the participating countries.
- c. Rental and other charges of the videoconference system for the APO resource speakers who are not from the participating countries.
- d. Honoraria for national coordinators designated by NPOs and transportation costs for field visits, if necessary.

14. Actions by Participating Member Countries

- a. Each participating country is requested to nominate more than 20 participants and submit a list in the format (Appendix I). Please adhere to the nomination deadlines specified under section 7 above and ensure that candidates nominated meet the qualifications under section 12.
- b. 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 APO.



Mari Amano
Secretary-General

