



Taxonomies, Content Management and more ...

the KM lever of the future? (KL-TXCM)

PROGRAMME OUTLINE

In the knowledge intensive and increasingly electronic based environment we operate in more and more organisations are realising the importance of creating more effective knowledge sharing platforms and enhanced Content Management strategies. A sound content framework and information and knowledge architecture provides the underlying structure that enables an organisation to effectively create, manage, and deliver content that adds value to business goals ... And by developing and integrating a well-built Taxonomy into its Content Management strategy an enterprise can improve knowledge and information identification, discovery and delivery ... And in the process organisational innovation and success will be promoted.

This course addresses the interrelationship among Information and Knowledge Management architectures, content management and the application of taxonomies. It further outlines the detailed steps required to develop a taxonomy that will integrate with enterprise needs and context. Attendees will learn how to create the right enterprise taxonomy with the right blend of formal taxonomy structure, browsing structures, and faceted principles. It includes discovering the organization's knowledge domains, assessing user's needs and information behaviours, and integrates this with business processes to ensure a taxonomy model that will support the diverse applications of an enterprise-wide taxonomy.

• **FACILITATORS**

- Dr J Gretchen Smith
- Retha Prinsloo

• **DURATION OF THE PROGRAMME**

This course is offered as a 3-day Workshop

• **OUTCOMES**

At the end of the course participants should:

- Understand the meaning of and relationship between Knowledge Management Architectures, Content Management and Taxonomies
- Be able to distinguish between knowledge, information and user architectures
- Be able to develop a Content Management strategy
- Be able to develop and apply a taxonomy within an organisational context
- Understand taxonomy governance, metrics and evaluation
- Know the basics of taxonomy software
- Understand the importance of tagging and its implementation in the web environment
- Understand auto-categorization techniques



- **METHODS OF FACILITATING LEARNING**

An interactive workshop approach will be adopted that will include facilitation sessions, group discussions, and exercises

- **CERTIFICATION**

Knowledge Leadership will issue a certificate of attendance

- **METHOD OF ASSESSMENT**

Attendance of the formal sessions; Active participation in class exercises and discussion

- **CONTACT DETAILS**

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