

M4 Format, Questions & Evaluation Criteria for Dirt Bikes' Knowledge Management

The form your final case analysis/report should take is that of a management memorandum addressed to Carl Schmidt and Steven McFadden.

Although they need details, they are very busy individuals. In your capacity as consultant to top management, you will definitely want to see that certain aspects are included for management's review. You have to tell your client why you are suggesting what you are suggesting, based on the theory, not just personal opinion! And you should tell them how to implement and evaluate your recommendations.



You should again use the Decision Making Framework for your memo.

I. Context

1. Overall context of the organization
2. Identify the knowledge assets that are available in the organization and describe how they are used

II. Identification of relevant problems or needs

III. Identification of Options or Alternatives. Within this section, it is appropriate to identify systems that are not appropriate for this organization and explain why they are not suitable

V. Decision Recommendations

V. Implementation Tactics

VI. Assessment Criteria for Success or Failure

Questions to Consider for Dirt Bikes' Knowledge Management

As you prepare for this assignment, think about the following items

- Context: Briefly describe the overall context of the organization
- Knowledge assets: To begin, identify the knowledge assets that are available and describe how they are used by the various levels and functional groups of the organization
- Knowledge assets needed: You need to identify knowledge assets that would benefit the company but are not currently available to the organization or are not being properly used
- Knowledge management opportunities: You will be making recommendations for knowledge management systems that would be appropriate for the organization.

Evaluation Criteria for Dirt Bikes' Memo

The rubric below describes expectations that will be used as a part of evaluating your assignment. It offers a framework to help you understand how various levels of work might be viewed. You can use the rubric as you work on your assignment to help ensure that you are addressing the complete assignment at an appropriate level.

	Exceeds expectations	Meets expectations	Approaches expectations	Does not meet expectations
Organizational setting overview	Meets expectations and also demonstrates higher level of analysis.	Brief overview of organization along with focus on aspects relevant to problems.	General description of organization.	No description or inaccurate description or primarily direct excerpt from case text (i.e., using text without reorganizing to present information focused on this assignment).
Knowledge assets	Meets expectations and clearly identifies level of certainty about the types of uses of the knowledge assets and potential differences.	Knowledge assets identified and use described at the various levels and within the different functional (or user) groups in the organization.	Knowledge assets identified and connected to the organization, but only at a broad level (that is, not to specific groups and levels).	Knowledge assets not identified or only described generically (that is, not well connected to the organization).
Knowledge assets needed and	Meets expectations and also identifies assets and	Knowledge assets analyzed with identification of assets	Potential knowledge assets described but not	No analysis of knowledge asset needs or knowledge

Second Page attached

	Exceeds expectations	Meets expectations	Approaches expectations	Does not meet expectations
Organizational setting overview	Meets expectations and also demonstrates higher level of analysis.	Brief overview of organization along with focus on aspects relevant to problems.	General description of organization.	No description or inaccurate description or primarily direct excerpt from case text (i.e., using text without reorganizing to present information focused on this assignment).
Knowledge assets	Meets expectations and clearly identifies level of certainty about the types of uses of the knowledge assets and potential differences.	Knowledge assets identified and use described at the various levels and within the different functional (or user) groups in the organization.	Knowledge assets identified and connected to the organization, but only at a broad level (that is, not to specific groups and levels).	Knowledge assets not identified or only described generically (that is, not well connected to the organization).
Knowledge assets needed and knowledge management opportunities	Meets expectations and also identifies assets and systems that are not appropriate, explaining why they are not suitable for this organization.	Knowledge assets analyzed with identification of assets that would benefit the company but are not currently available or being properly used. Proper explanation of these needs provided.	Potential knowledge assets described but not well connected to the organization and its needs or Realistic knowledge management opportunities identified, but not well connected to the organization.	No analysis of knowledge asset needs or knowledge management opportunities identified or knowledge management opportunities unrealistic for the organization.
Conclusion	Meets expectations and recommendations evaluated, including good discussion of the limitations of the recommendations.	Recommendations for appropriate opportunities for the organization made and well supported.	Recommendations not connected to the rest of the assignment or to the organization.	No recommendations made.