

# Learning Lab

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Learning Lab Product Presentation

**KMWIKI**

March 2011

# KMWiki

## Description

A comprehensive and collaborative virtual area for courses

## Scope

- To collect multimedia course resources
- To improve participants networking
- To simply contact the instructors

## Benefit

- Fully customizable
- Easy to use
- Collaborative virtual classroom environment

# KMWiKi

## What it is

An online learning area, protected and completely customizable where instructors and participants can upload, download and collect course materials and resources, sharing informations and knowledge.

KMWiKi blends the simplicity of a simple content management system with the flexibility of a WiKi. Instructors and participants can collaborate on creating a knowledge-base, extending the boundaries of a typical one-way learning platform.

## KMWiki

### Is aimed at

Helping instructors and tutors in creating a centralized environment where teachers and participants will find and share informations and course materials.

Helping course directors in designing a tailored online area where participants can be involved in creating a long-term knowledge base, an "artifact".

# KMWiki

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**KMWiki Demo**

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**Assignments**

Day 1

Time	Instructor	Content
9.00-9.30	Coni Zugna	Course Open and Program presentation
9.30-11.15	Carlo Vittadini	Wrap up: Marketing in the B2B
11.15-11.30		Coffee break
11.30-13.00	Coni Zugna	Analysis of competitors and SWOT
13.00-14.00		Pausa pranzo
14.00-15.45	Carlo Vittadini	Assignments
15.45-16.00		Coffee break
16.00-17.30	Carlo Vittadini	Discussion and GroupWorks

Program Introduction

Pre-readings

Session	Diversity
1 & 2	 The Eternal Sunshine of the Spotless Mind  Twenty Thousands Leagues Under the Sea
Session	Performance
3 & 4	 Requiem for a Dream  Dark side of the Moon

Readings


Session	Diversity
1 & 2	 The Gendarme and the Creatures from Outer Space

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- Day 2
- Group Presentations

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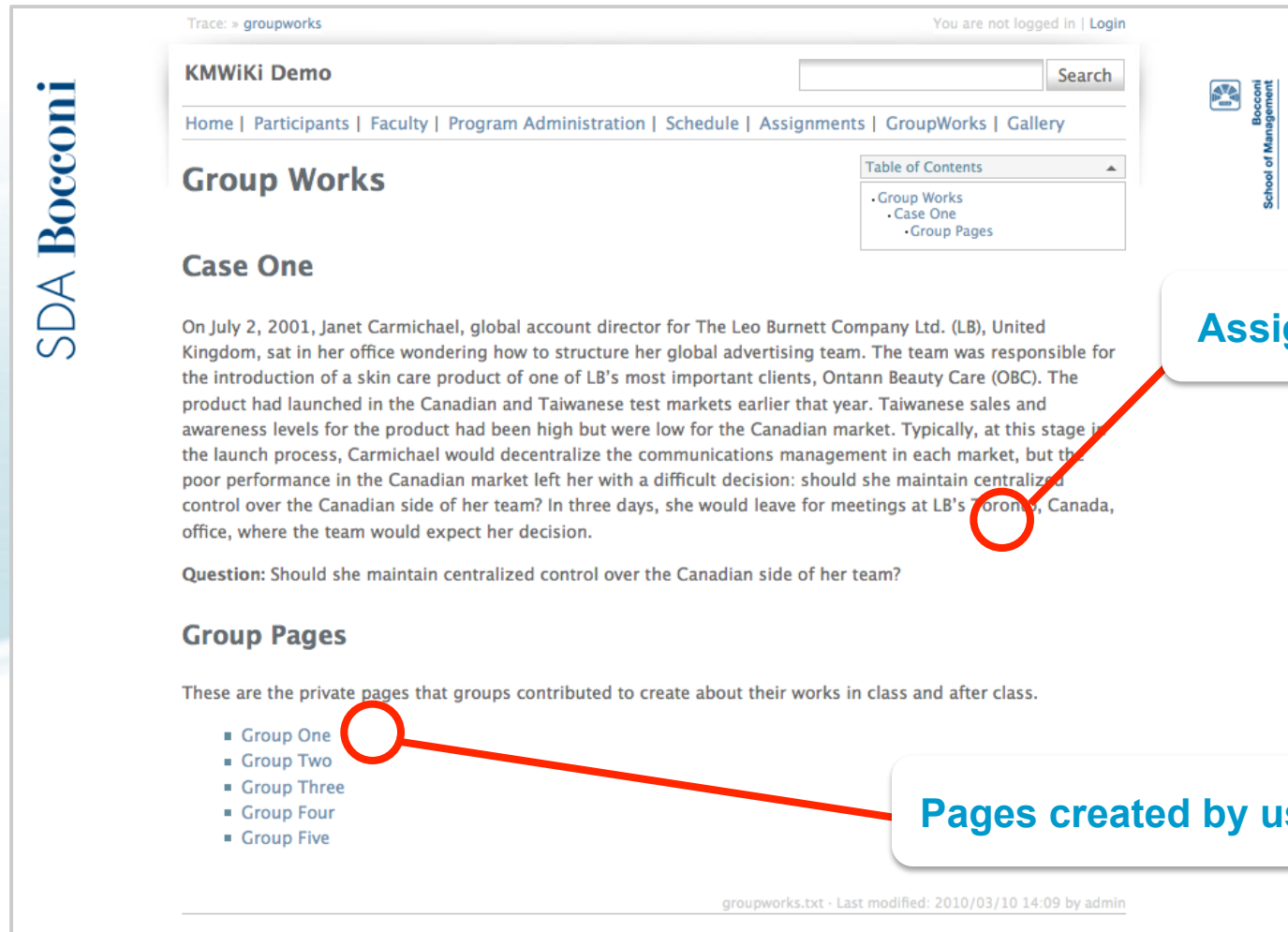
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Custom Navigation Bar

Tables and Formatted Text

Material and Resource Uploads

# KMWiki



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**KMWiki Demo**

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**Group Works** Table of Contents

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**Case One**

On July 2, 2001, Janet Carmichael, global account director for The Leo Burnett Company Ltd. (LB), United Kingdom, sat in her office wondering how to structure her global advertising team. The team was responsible for the introduction of a skin care product of one of LB's most important clients, Ontann Beauty Care (OBC). The product had launched in the Canadian and Taiwanese test markets earlier that year. Taiwanese sales and awareness levels for the product had been high but were low for the Canadian market. Typically, at this stage in the launch process, Carmichael would decentralize the communications management in each market, but the poor performance in the Canadian market left her with a difficult decision: should she maintain centralized control over the Canadian side of her team? In three days, she would leave for meetings at LB's Toronto, Canada, office, where the team would expect her decision.

**Question:** Should she maintain centralized control over the Canadian side of her team?

**Group Pages**

These are the private pages that groups contributed to create about their works in class and after class.

- Group One
- Group Two
- Group Three
- Group Four
- Group Five

groupworks.txt · Last modified: 2010/03/10 14:09 by admin

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Assignment Text

Pages created by users

# KMWiki

<http://learninglab.sdabocconi.it/kmwiki>

# Contacts

<http://learninglab.sdabocconi.it>

02 5836 2771

02 5836 6026