



**International Winter School at KAMK Rethinking the Future  
Knowledge Based Decision-Making and Analytics in Business/Data-Driven Decision-Making and Business  
15. – 17.2.2022 ONLINE (Teams or Zoom)**

<b>Tuesday 15.2.</b>	<b>Wednesday 16.2.</b>	<b>Thursday 17.2.</b>
<p><b>9.00</b> Opening words Mr. Matti Saren, President of the University</p> <p><b>9.15-9.45</b> <b>PhD Jaana Lappalainen</b> Learning objectives and contents Data-driven Decision Making and Business</p> <p><b>9.45-10.30</b> <b>Tommi Kauppinen</b> Data-driven and Expert-driven Analytics Case: Knowledge management and Data-analytics in Mining Industry</p> <p><b>10.30-10.45 Break</b></p> <p><b>10.45-12.00</b> <b>Lic. (Econ.) Perttu Huusko and Jaana Lappalainen:</b> Knowledge Management as a Strategic Choice, its framework Different data sources (external and internal data)</p>	<p><b>9.00 – 9.30</b> <b>PhD Jaana Lappalainen</b> Data Relevance and Quality</p> <p><b>9.30-10.00</b> <b>PhD Marko Jäntti</b> Case: Challenges in knowledge-based decision making: Case Green and Digital Forest Service Management</p> <p><b>10.00 –10.30</b> <b>PhD Katri Takala</b> Case: The usage of sports data</p> <p><b>10.30- 10.45 Break</b></p> <p><b>10.45-12.00</b> <b>Prof. Dr. Christoph Gallus FH Mittelhessen, Germany</b> Making use of data - techniques for semi automatic analysis and machine learning Case: Wine Quality (with Python) and Financial Market Data</p>	<p><b>9.00 -10.00</b></p> <p><b>10.00 – 12.00</b> <b>Jani Listenmaa and Juuse Montonen</b> – Creatido company What is knowledge-based management and consulting?</p> <p><b>10.45- 11.00 Break</b></p> <p><b>11.00-12.00 Workshop/group work</b></p>
<b>12.00 – 13.00 Lunch Break</b>	<b>12.00 – 13.00 Lunch Break</b>	<b>12.00 – 13.00 Lunch Break</b>
<p><b>13.00-14.00</b> Data Strategy and Data Governance</p> <p><b>14.00– 15.00</b> <b>Workshop/group work</b></p>	<p><b>13.00 – 15.00</b> <b>Workshop/group work</b></p>	<p><b>13.00 – 14.00</b> <b>Workshop/group work</b></p> <p><b>14.00 Closing words</b></p>

**Learning objectives:**

The aim of this module is that the student is able to

- analyse the current status of knowledge management in the organization and the needs to develop it
- analyse the importance and benefits of knowledge management and
- forecast changes in the operating environment and its impact on the organization
- manage and develop knowledge management processes in the organisation
- apply knowledge management practices in the organization
- create a knowledge management development plan based on the theories and prior literature

**Learning strategies:**

Lectures and workshops/group work

Pre-task (reading)

Pre-course lecture/session in early February (evening)

Concluding session in March (evening)

Final assignment/application to own workplace or theoretical summary essay

The extent of the module is 5 ECTS.