

**ADAPTING NONAKA'S SECI MODEL
IN DEVELOPING KNOWLEDGE
MANAGEMENT SYSTEM
FOR UUM'S GOLF CLUB**

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UNIVERSITI UTARA MALAYSIA

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**ADAPTING NONAKA'S SECI MODEL
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MANAGEMENT SYSTEM
FOR UUM'S GOLF CLUB**

**A Thesis submitted to the Faculty of Information Technology
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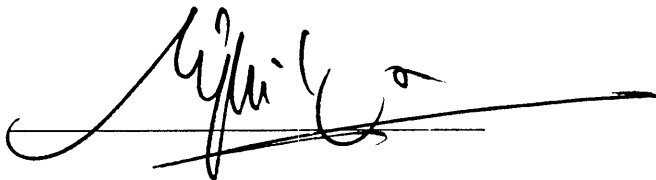
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ABSTRAK

Pengetahuan adalah satu aset yang boleh menentukan kejayaan sesuatu organisasi. Ia adalah satu kombinasi maklumat, interaksi sosial, dan situasi *contextual* (Gore & Gore, 1998). Objektif kajian ini adalah untuk mengenalpasti aset pengetahuan yang wujud di dalam Kelab Golf UUM, untuk mengklasifikasikan pengetahuan yang diperolehi melalui beberapa sesi temuramah dan pemerhatian kepada dua kumpulan pengetahuan iaitu *Tacit* dan *Explicit*, dan akhirnya untuk mencadangkan satu model *Knowledge Management* untuk Kelab Golf UUM dengan mengadaptasikan Model SECI Nonaka. Metodologi yang digunakan untuk tujuan kajian ini adalah diadaptasikan dari metodologi *Expert System Development Life Cycle (ESDLC)*. Hasil kajian ini adalah sebuah model *Knowledge Management* yang boleh diaplikasi bukan sahaja di Kelab Golf UUM, tetapi organisasi-organisasi lain yang mempunyai latar belakang dan persikitaran yang sama.

ABSTRACT

Knowledge is an asset that can determine the successfulness of any organizations. It is a combination of information, social interaction, and contextual situation (Gore & Gore, 1999). The objective of this research is to identify the knowledge assets that exist within the UUM's Golf Club (UUMGC), to classify the knowledge acquired during a number of interview and observation sessions into tacit and explicit and finally to propose a Knowledge Management Model for UUMGC by adapting Nonaka's SECI Model. The methodology adapted for this research is the Expert System Development Life Cycle (ESDLC). The result of this research is a Knowledge Management model that can be used not only in UUMGC but also other organization that have similar background and environment.

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LIST OF ABBREVIATIONS

ESDLC	Expert System Development Life Cycle
KGU	Kelab Golf Universiti
KMICE	Knowledge Management International Conference and Exhibit
Ko-k	Ko-Kurikulum
UUM	Universiti Utara Malaysia
UUMGC	Universiti Utara Malaysia's Golf Club.

CHAPTER ONE

PROJECT BACKGROUND

1.1 Introduction

Golf used to be known as the sport for the Elite society. The game was first found by the Scotts in the mid 15th century. The game was played first by the kings and the royals of Scotland. With time changed, Golf now has become a sport played by everybody despite the social status, age and gender. Golf has evolved to be everybody 'sport'. It is a sport that can train your mind to think strategically and your body to endure stress and pressure. It can contribute to your inner strength and powerful mind. When playing golf, one must take into considerations the skills, the precisions and the knowledge. Knowledge and skills must go together in harmony in order to bring out a good game. Knowledge combined together with practices, will result in 'expertise'. Knowledge is the key word in this game. Knowledge that any players has, will determine the endurance of themselves in this game. Knowledge that a good golf player should possess is usually associated with among others, the right golf iron to use for certain holes, the degree of their swings in order to make sure that they are still within the pars and the speed and the way of wind blowing. Golf can also be quoted as a game of strategy.

Golf can help train its players in being a discipline person. Golf has its own book of etiquette that explains and rules how players behave on the course, the do's and don'ts. The etiquette ensures that shall the rules be followed; the players will play in a safe environment. Golf players have proved themselves in being strong-willed person.

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