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A STUDY ON KNOWLEDGE MANAGEMENT PRACTICES IN HIGHER EDUCATION INSTITUTIONS IN COIMBATORE CITY WITH SPECIAL REFERENCE TO SELF FINANCING ARTS AND SCIENCE COLLEGES.

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ABSTRACT: This review article outlines the basic concepts of knowledge management (KM) in higher education (HE) institutes, and gives a summing up of previous scientific works to ensure providing an effective and efficient understanding of it for an ever-changing environment. Knowledge Management is a systematic process by which knowledge needed for an organization to succeed is created, captured, shared and leveraged. Nowadays, the pace of evolution has entered a rapid speed, and those who can't learn adapt, and change from moment to moment simply won't survive. Current Higher Education institutes recognize their valuable intelligences and have adopted their changing role in a society.

Keywords: knowledge management, process, higher education.

Introduction: The rapid growth of data and technologies trigger the transformation of data to useful information, known as knowledge. Nowadays, people are aware of the worth of knowledge and the styles to obtain, recognize, capture, save and leverage it, so that knowledge can be shared without losing it; in the other words know how to manage knowledge. Knowledge Management has increased in popularity as a management device over the past decade.

According to Rumizen, KM is a systematic process, by which knowledge needed for an organization to succeed is created, captured, shared and leveraged. Many of us simply do not think in terms of managing knowledge, but we all do it. Each of us is a personal store of knowledge with training, experiences, and informal networks of friends and colleagues, whom we seek out when we want to solve a problem or explore an opportunity. Essentially, we get things done and succeed by knowing an answer or knowing someone who does . Knowledge Management (KM) is a process where organizations have formulated ways in the attempt to recognize and archive knowledge assets within the organization.

Role of Km in Higher Education in India: Higher education institutes create knowledge during their academic and administrative processes. Knowledge is created as explicit knowledge in the form of documents, procedures, results as well as tacit knowledge in the form of experiences, judgements, views and perceptions that resides with individuals. The challenge is how to make available to the institution this explicit and tacit knowledge as an integrated central resource. Capturing and making the institutional knowledge available will ensure continuity and will accelerate institutional learning. On the contrary, most HEIs face the difficult task of integrating their institutional knowledge for improved knowledge sharing and effective decision making. Knowledge is created at various levels in different forms and is required at each level in a different form. Academic and administrative processes of teaching, examination, evaluation, admissions, counseling, training and placement and research and consultancy result in many useful experiences and studies which may be defined as knowledge in the context of higher educational institutes . KM in higher educational institutions aims at integrating the knowledge produced at all levels and using it towards the institute's goals and targets. This will have the implications of improving the operational quality, capacity development and effectiveness of the organization leading to enhanced productivity and performance.

The reasons for Knowledge Management initiatives in educational institutions

• Students need to be aware of the benefits that are possible from a sound teaching–learning environment. That encourages them to market the College, enhancing student enrolment and retention in the process.

• Research knowledge and skills within different College departments can be shared systematically, which will enable creativity, particularly as it is likely that different types of knowledge assets have differing influences on knowledge creation.

• The enhanced use of technology that is already in place can expedite the dissemination and sharing of knowledge.

Objectives:

- To understand the problems faced by the students in higher education in self financing colleges.
- To know about satisfaction on faculty development programs given in the self financing colleges.
- To know the technological development for the higher education.

Statement of The Problem: In this study the knowledge management practices in higher education in self financing colleges has the problem of unavailability of technical facilities for the students and also for the faculties. The self financing colleges lack in their communication and infrastructure facility in the campus. The self financing colleges have to concentrate on the placements and skill development trainings for the students.

Research Methodology: The study is intended to analyze the knowledge management practices in higher education in self financing colleges. The methodology includes area of study, source of data, sample size and statistical tools used.

Area of The Study: The area of the study refers to Coimbatore city only.

Sample Size: The samples were collected from various self financing colleges and their sampling size were 100 respondents

Sources of Data:

Primary data: Primary data is collected from the public by issuing the questionnaire .Their answer was further looked into, in some detail to add value to this research.

Secondary data: The type of research adopted is descriptive in nature and the data collected for this study is the secondary data i.e. from newspaper, magazines, journals, various books, articles and internet.

Sample Method: The sampling method chosen is simple convenience sampling which is a type of probability sampling.

Tools Used For Analysis:

- Simple percentage method

Analysis and Interpretation:

Table – 1

Student's satisfaction in self financing colleges.

S.No	Particulars	No. of respondents	Percentage
1.	Syllabus completion	25	25
2.	Using technical aids for teaching	15	15
3.	Proper placements	17	17
4.	Job opportunities	6	6
5.	Equipped lab facilities	10	10
6.	Digitalized library facilities	8	8
7.	Skill development classes	7	7
8.	Placement trainings	3	3
9.	Time management	5	5
10.	Better infrastructure development	4	4

Source data: Primary data

Table 2 states that, majority 25% of the respondents were satisfied regarding the syllabus completion in the self financing colleges.17% of the respondents had satisfied regarding the placements in the self financing colleges.

Exhibit 1

Student's satisfaction in self financing colleges.

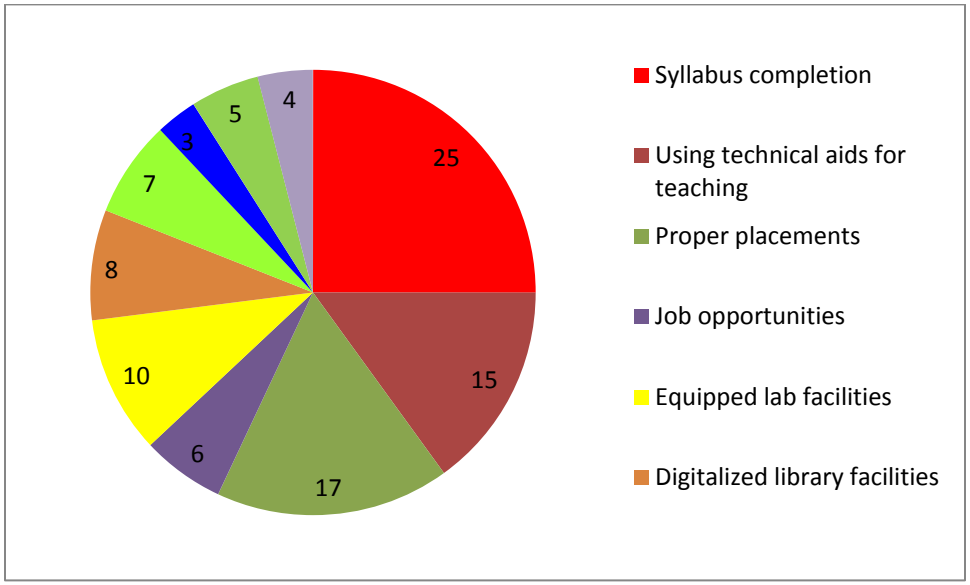


Table - 2

Problems faced in self financing colleges for the students.

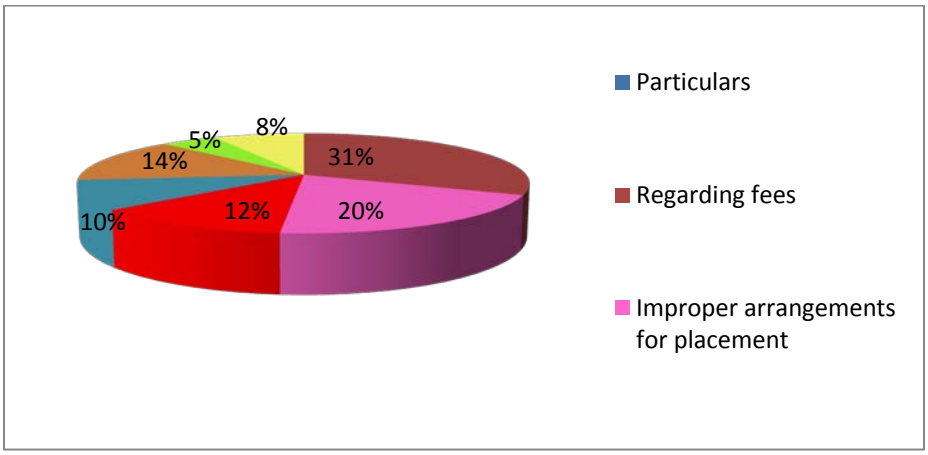
S.No	Particulars	No. of respondents	Percentage
1.	Regarding fees	33	33
2.	Improper arrangements for placement	21	21
3.	Unavailability of communication development lab facility	13	13
4.	Computer lab facility	10	10
5.	Library	15	15
6.	Cab facility	5	5
7.	Infrastructure development	8	8
Total		**100**	**100**

Source data : Primary data

Table 2 states that, majority (33%) of the respondents faced the problem regarding fees structure in the self financing colleges.21% of the respondents had faced the problem regarding the improper placements in the self financing colleges.

Exhibit – 2

Problems faced in self financing colleges for the students.



Conclusion: Successful Knowledge Management depends on processes that enhance individual and organizational ability, motivations, and opportunities to learn, gain knowledge, and perform in a manner that delivers positive results. Organizational processes that focus on these three attributes will lead to an effective management of knowledge. An institution wide approach to Knowledge Management can lead to exponential improvements in sharing knowledge; both explicit and tacit, and the subsequent surge benefits.

Thus knowledge management practices in higher education in self-financing colleges have to be improved in the placements and job opportunities.

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