

TASK 1 According to the following criteria please analyse the given power-point presentation

1. SECI model, knowledge creation cycle:

- a. What knowledge would students like to convey to peers and the audience?
- b. Could you internalise the explicit knowledge after watching and reading the power-point presentation? Why?
- c. Do you think students could externalise their tacit knowledge which is combined with relevant sources (personal contacts, company's files, and internet)? How? If not what are the barriers?
- d. Would you be able to use these pieces of information to prepare a short oral report of this company? Why?



