**Assignment Title**

Differentiate between Consumption of Knowledge and Creation of Knowledge

**Week 2:**

Up to this point in your education, you were a consumer of knowledge. You read other individuals’ research, focused on current theories and ideas, and consumed that information to write your own papers. You relied on the knowledge that had already been created—and you took that knowledge and compared it to other knowledge that had already been created, applied it to real-world situations, etc. However, you very likely have not, up to this point, been the creator of new knowledge.

The doctoral degree in the School of Business program is a research-based program in business in which students become scholar-practitioners. This not only means you consume and apply knowledge others have created (practitioner), but you also conduct your own research to create new knowledge and add to the current body of knowledge on a given topic, concept, or theory (scholar) specifically in business. This is done through primary research. You will conduct your own research study (in the form of a dissertation) where you actually add new knowledge to the business specific topic area you are studying. You will conduct this primary research in the area of your own specialization that you chose. For example, if you chose a leadership specialization, your dissertation research should add to the current body of knowledge in the area of leadership. Now consider where you want to add to the body of knowledge in terms of your primary research. This will help you to start thinking about ideas for your own research study (dissertation). It is never too early to start putting together ideas to determine how you would like to contribute to the current body of knowledge.

When you write your dissertation, you move from the consumption of knowledge to the creation of knowledge through primary research of your own. Creating new knowledge requires you to conduct a study of your own based in one of the gaps in current knowledge of a topic of your choosing. Based on the results of that research, you will help to fill in the gaps with your creation of new knowledge. Creating new knowledge is important to the evolution and growth of theories that relate to the research. For example, if you were to conduct research of your own on servant leadership, which was first developed by Robert Greenleaf in the 1970s, you are adding to the body of knowledge regarding that theory and helping to fill in gaps within that body of knowledge.

In many of your courses, you will write papers, create presentations, and complete assignments based on the current knowledge that exists on a particular topic. This approach is designed to help you gain a better understanding of how to conduct research; how to analyze, synthesize, and evaluate the research that exists; and how to discover where gaps exist within the current body of knowledge. Learning about these gaps in knowledge is important to you as a business doctoral student because this is where you can find your topic for your dissertation. You will want to look at gaps in the research as you move throughout your coursework in all of your courses so you can help pinpoint a topic that is of interest to you and will ultimately create new knowledge.

Note: In the CMP Portfolio course, you will be asked to submit artifacts of your work from your courses as evidence of knowledge and understanding of different topic areas. You may want to consider using some or all of this assignment as an artifact; so if you do, make sure it aligns to artifact requirements and ensure you save this somewhere you can find it again when the time comes to use components of it for that purpose. Refer to the SB Portfolio Handbook in the Supplemental Resources section for more information regarding the requirements and artifacts included in the ePortfolio.

Be sure to review this week's resources carefully. You are expected to apply the information from these resources when you prepare your assignments.

**Spotlight on Skills: Developing a PowerPoint Presentation**

For this assignment, you will prepare a PowerPoint presentation. For help in using this tool, review the PowerPoint Tutorial located under your Course resources.

**All resources for this week:**

**Article/Journal**

Cline, K. R. (2015). Creating Knowledge. Journal Of The National Collegiate Honors Council, 16(2), 71-74.

Dartnall, T. (2002). Creativity, cognition, and knowledge. [electronic resource] : an interaction. Westport, Conn. : Praeger, 2002.

DeFraia, G. S. (2015). Knowledge consumption to knowledge generation: Traveling the road of practitioner-conducted research. Social Work In Mental Health

Bailey, S. (2014). Scholar-practitioner leadership: A conceptual foundation. International Journal of Progressive Education, 10(3), 47-59.
Read article

Bartunek, J. M. (2008). You're an organization development practitioner-scholar: Can you contribute to organizational theory? Organization Management Journal (Palgrave Macmillan Ltd .), 5(1), 6-16. doi:10.1057/omj.2008.3
Read article

Lakkala, M., Toom, A., Ilomäki, L., & Muukkkonen, H. (2015). Re-designing university courses to support collaborative knowledge creation practices. Australasian Journal of Educational Technology, 31(5), 521-536.
Read article

Leggette, H. R., McKim, B., Homeyer, M., & Rutherford, T. (2015). Perspectives of writing related to critical thinking and knowledge creation. NACTA Journal, 59(4), 275-284.
Read article

**Document/Other**

Films on Demand. (2009). Credibility: Critical thinking [Video file].
Watch video

NCU Library. (2015, October 23). Beginning the research process [Video file].
Watch video

**Assignment Instructions**

**Part 1:**

For this task, imagine that you were asked to deliver a PowerPoint presentation to a group of undergraduate business students about the differences between the consumption of knowledge and the creation of knowledge. Include the following in your presentation:

Define consumption of knowledge and creation of knowledge specifically as they pertain to the business field.

Provide examples of consumption of knowledge and creation of knowledge in business research.

Explain research practices used for consumption of knowledge versus creation of knowledge in the business field.

Compare the effects of consumption of knowledge and creation of knowledge on current business –related theories as well as generation of new business-related theories, using examples that could specifically relate to your chosen business specialization.

Determine how a person can use consumption of knowledge and creation of knowledge as a business student and as a doctoral degree in the School of Business scholar-practitioner in the business field.

Incorporate appropriate animations, transitions, and graphics as well as speaker notes for each slide. The speaker notes may be comprised of brief paragraphs or bulleted lists.

Support your presentation with at least five scholarly resources. In addition to these specified resources, other appropriate scholarly resources may be included.

Length: 10-15 slides

Notes Length: 150-200 words for each slide

**Part 2:**

For the second part of this assignment, shift your focus on your own specialization of business. Now that you have a clear understanding of knowledge consumption vs knowledge creation, begin evaluating your specialization. Create an additional PowerPoint presentation that is targeted directly to your intended specialization. Include the following topics in your presentation:

* How are you going to contribute to your field?
* What GAPs in knowledge are lacking in your specialization?
* What is the current state of research in your specialization?
* How can you consume this current knowledge begin adding to the current knowledge base?

Length: 5-6 slides

Notes Length: 150-200 words for each slide

Be sure to include citations for quotations and paraphrases with references in APA format and style where appropriate.