



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Psicologiche, Pedagogiche, dell'Esercizio Fisico e della Formazione	
ACADEMIC YEAR	2020/2021	
MASTER'S DEGREE (MSC)	SOCIAL, OCCUPATIONAL AND ORGANISATION PSYCHOLOGY	
SUBJECT	METHODS AND TECHNIQUES FOR THE EVALUATION OF SERVICES	
TYPE OF EDUCATIONAL ACTIVITY	C	
AMBIT	20969-Attività formative affini o integrative	
CODE	17467	
SCIENTIFIC SECTOR(S)	SECS-S/05	
HEAD PROFESSOR(S)	PARROCO ANNA MARIA Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)		
CREDITS	6	
INDIVIDUAL STUDY (Hrs)	110	
COURSE ACTIVITY (Hrs)	40	
PROPAEDEUTICAL SUBJECTS		
MUTUALIZATION		
YEAR	1	
TERM (SEMESTER)	1° semester	
ATTENDANCE	Not mandatory	
EVALUATION	Out of 30	
TEACHER OFFICE HOURS	PARROCO ANNA MARIA Tuesday 09:00 12:30 Il ricevimento si svolge in presenza presso lo studio 610, al 6 piano dell'ed.15 oppure a distanza su piattaforma TEAMS. Dopo essersi prenotati, si prega di inviare una mail all'indirizzo annamaria.parroco@unipa.it specificando la modalita prescelta e per concordare un appuntamento orario.	

DOCENTE: Prof.ssa ANNA MARIA PARROCO

PREREQUISITES	Students must know the fundamental issues of research methodology and social statistics.
LEARNING OUTCOMES	<p>Knowledge and ability to understand</p> <p>Enhancement of the knowledge of the theoretical and practical principles guiding an evaluation service project design in social context. Increase of the knowledge about the main field of application.</p> <p>Capacity to apply knowledge and understanding Enhancement of the skills in applying the knowledge of the principles of evaluation methods in order to realize evaluation studies in the field of social services.</p> <p>Autonomy of judgments Greater autonomy of judgments in the practice of evaluation methods</p> <p>Ability to communicate Acquisition of communicative competence in the field. Better skills in the use of the lexicon of the evaluation research project, in asking and answering research questions, in the capacity to communicate the results of the study. Professional skills in writing reports and project proposals.</p> <p>Capacity of learning</p> <p>An improvement of the study method and the approach to the field of applied science Ability to critically analyze evaluation plan.</p>
ASSESSMENT METHODS	<p>The assessment methods are 1. written/practical and oral examination. or 2. oral examination</p> <p>First type: The written/practical test consists in the preparation of an evaluation research design. Such a project will be aimed at assessing the acquisitions and the competence reached during the course, in particular, the ability to apply knowledge and understanding, the independence of judgment and communication skills in written form. The project should be written individually. The writing of the project will start during the course, within the hours of practical exercises, and will be completed in autonomy by the students. The evaluation of the project will be qualitative using a judgment ranging from insufficient (not following the guideline provided by the teacher) to very good (high mastery of the concepts as well as full respect of the guidelines). The oral test is mandatory. The oral examination which will consist of an interview, it must ascertain the possession of skills and subject knowledge provided by the course. Grades are expressed in thirtieths derived from the combination of the judgments related to the written and oral tests.</p> <p>Second type: Oral examination. Oral examination will consist of an interview of more than two questions, that must ascertain the possession of skills and subject knowledge provided by the course. The student must show also ability to understanding and explain cases study, Grades are expressed in thirtieths</p>
EDUCATIONAL OBJECTIVES	<p>Aims of the course:</p> <ol style="list-style-type: none"> 1. To describe the principal components of services (from process to product) 2. To understand the specificity of the evaluation concept and function 3. to understand and to apply in a properly manner, methods and techniques of statistical evaluation
TEACHING METHODS	Teoretical and practical lessons. Workshop.
SUGGESTED BIBLIOGRAPHY	<p>Materiali forniti dal docente</p> <p>Zeithaml V.A., Bitner M.J., Gremler D., and Bonetti E. Marketing dei servizi, McGraw Hill Italia, 2012</p>

SYLLABUS

Hrs	Frontal teaching
2	concept and aims of statistical evaluation
2	services: nature, definitions and properties. Quality definition. TQM.
4	Research evaluation design: from project to data analysis

SYLLABUS

Hrs	Frontal teaching
5	Statistical measures of services quality. Social indicators.
5	elements of multidimensional statistical techniques: Composite indicators; factorial analysis.
4	Customer satisfaction

Hrs	Practice
4	Research evaluation design: from project to data analysis. case study analysis and preparation of an evaluation research design
4	Statistical measures of services quality. Social indicators. SERVQUAL, SERVERF. Data analysis on material given by professor. Bibliographical research on the use of specified techniques in different contexts.
6	Elements of multidimensional statistical techniques: Composite indicators; factorial analysis. Data analysis on material given by professor. Bibliographical research on the use of specified techniques in different contexts.
4	Customer satisfaction: case study analysis and predisposition/realization of an evaluation reserch project.