



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2020/2021		
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES		
INTEGRATED COURSE	RESEARCH METHODOLOGIES FOR ORGANIZATIONAL MANAGEMENT - INTEGRATED COURSE		
CODE	21129		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	SECS-P/08		
HEAD PROFESSOR(S)	DOMINICI GANDOLFO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	DOMINICI GANDOLFO	Professore Associato	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	DOMINICI GANDOLFO Friday 18:00 19:00 Mandare prima email.		

DOCENTE: Prof. GANDOLFO DOMINICI

PREREQUISITES	<p>ADVANCED MARKETING Students will study individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.</p> <p>SYSTEM THINKING Systems Thinking Methodologies for Organizational Management After completing this course students will be able to: Provide an overview of the history, research and perspectives into systems thinking Understand and document system thinking objectives Establish a basic understanding of systems thinking terminology, theories, processes, methods, language and tools. Evaluate when it is appropriate to apply thinking methods, i.e. reductionist methods as opposed to applying systems thinking methods Describe and model solutions that will enable system thinking such as mind maps, feedback & causal loops, etc.) Apply systems thinking to various problems. (socio - technical, supply chain, value chain / lean, etc.)</p>
LEARNING OUTCOMES	To provide to students an important competitive advantage knowing System Thinking as well as practical insights on how to understand & influence customers. Such insights are particularly valuable when competition is intense. Will also provide insight about the anthropological aspects of consumers in society, communities and their behavior.
ASSESSMENT METHODS	oral exam and evaluation of class work. The assessment is carried out of thirty. Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficient 22-24: Fairly good 25-27: Good 28-29: Very good 30: Excellent 30 e lode: Excellent cum laude
TEACHING METHODS	lectures and class work

MODULE SYSTEMS THINKING METHODOLOGIES FOR ORGANIZATIONAL MANAGEMENT <i>Prof. GANDOLFO DOMINICI</i>	
SUGGESTED BIBLIOGRAPHY	
Systems Thinking: - Klaus Krippendorff- On Communicating Otherness, Meaning, and Information- Routledge - Robert Louis Flood - Rethinking The Fifth Discipline - Routledge - Michael C. Jackson - Critical Systems Thinking- Wiley Additional Material and articles will be indicated in the class	
AMBIT	50583-Aziendale
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36
EDUCATIONAL OBJECTIVES OF THE MODULE	
Systems Thinking Methodologies for Organizational Management After completing this course students will be able to: Provide an overview of the history, research and perspectives into systems thinking Understand and document system thinking objectives Establish a basic understanding of systems thinking terminology, theories, processes, methods, language and tools. Evaluate when it is appropriate to apply thinking methods, i.e. reductionist methods as opposed to applying systems thinking methods Describe and model solutions that will enable system thinking such as mind maps, feedback & causal loops, etc.) Apply systems thinking to various problems. (socio - technical, supply chain, value chain / lean, etc.)	

SYLLABUS

Hrs	Frontal teaching
4	Introduction to ST
12	Soft systems Methodologies
4	Social Cybernetics
16	Systems Thinking application to Managerial issues

MODULE
ADVANCED MARKETING RESEARCH

Prof. GANDOLFO DOMINICI

SUGGESTED BIBLIOGRAPHY

- Blythe- Consumer Behavior- Sage

AMBIT	50583-Aziendale
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INDIVIDUAL STUDY (Hrs)	114
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EDUCATIONAL OBJECTIVES OF THE MODULE

Students will study individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

SYLLABUS

Hrs	Frontal teaching
4	Introduction to Marketing Research
12	Consumer Behavior
8	Advanced marketing research methodologies
12	Practice Marketing