UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2021/2022
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES
INTEGRATED COURSE	BUSINESS SYSTEMS AND CONSUMER BEHAVIOUR - INTEGRATED COURSE
CODE	21937
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.

PREREQUISITES	CONSUMER BEHAVIOR 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. BUSINESS SYSTEMS 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.)
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 evalutation of class work. The assessment is carried out of thirty. Rejected: Not sufficient 18: Just sufficient 19-21: Fully sufficient / More than sufficent 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
DIGITAL MARKETING AND CONSUMER BEHAVIOUR

Prof. GANDOLFO DOMINICI

SUGGESTED BIBLIOGRAPHY	
- Blythe- Consumer Behavior- Sage	
AMBIT	50583-Aziendale
INDIVIDUAL STUDY (Hrs)	114
COURSE ACTIVITY (Hrs)	36
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	Digital Marketing

MODULE
BUSINESS SYSTEMS

Prof. GANDOLFO DOMINICI

SUGGESTED BIBLIOGRAPHY	
- Michael C. Jackson - Critical Systems Thinking- Wiley - Jan Acterbergh nad Dirk Vriens - Organizations: Social systems Conducting Experiments - Springer 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	

After completing this course students will be able to:
  Provide an overview of the history, research and perspectives into systems thinking and business systems
  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 Systems Thinking for Business Systems
12	Soft systems Methodologies
4	Social Cybernetics
16	Systems Thinking application to Managerial issues