



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche
<b>ACADEMIC YEAR</b>	2023/2024
<b>MASTER'S DEGREE (MSC)</b>	BUSINESS ECONOMIC SCIENCES
<b>INTEGRATED COURSE</b>	BUSINESS SYSTEMS AND CONSUMER BEHAVIOUR - INTEGRATED COURSE
<b>CODE</b>	21937
<b>MODULES</b>	Yes
<b>NUMBER OF MODULES</b>	2
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/08
<b>HEAD PROFESSOR(S)</b>	DOMINICI GANDOLFO    Professore Associato    Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	DOMINICI GANDOLFO    Professore Associato    Univ. di PALERMO
<b>CREDITS</b>	12
<b>PROPAEDEUTICAL SUBJECTS</b>	
<b>MUTUALIZATION</b>	
<b>YEAR</b>	2
<b>TERM (SEMESTER)</b>	1° semester
<b>ATTENDANCE</b>	Not mandatory
<b>EVALUATION</b>	Out of 30
<b>TEACHER OFFICE HOURS</b>	<b>DOMINICI GANDOLFO</b> Friday    18:00    19:00    Mandare prima email.

DOCENTE: Prof. GANDOLFO DOMINICI

<b>PREREQUISITES</b>	<p><b>CONSUMER BEHAVIOR</b> 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><b>BUSINESS SYSTEMS</b> 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 &amp; causal loops, etc.) Apply systems thinking to various problems. (socio - technical, supply chain, value chain / lean, etc.)</p>
<b>LEARNING OUTCOMES</b>	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.
<b>ASSESSMENT METHODS</b>	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
<b>TEACHING METHODS</b>	lectures and group work

<p><b>MODULE</b> <b>BUSINESS SYSTEMS</b>  <i>Prof. GANDOLFO DOMINICI</i></p>	
<b>SUGGESTED BIBLIOGRAPHY</b>	
<p>- 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</p>	
<b>AMBIT</b>	50583-Aziendale
<b>INDIVIDUAL STUDY (Hrs)</b>	114
<b>COURSE ACTIVITY (Hrs)</b>	36
<b>EDUCATIONAL OBJECTIVES OF THE MODULE</b>	
<p>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 &amp; causal loops, etc.) Apply systems thinking to various problems. (socio - technical, supply chain, value chain / lean, etc.)</p>	

### 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

**MODULE**  
**DIGITAL MARKETING AND CONSUMER BEHAVIOUR**

*Prof. GANDOLFO DOMINICI*

**SUGGESTED BIBLIOGRAPHY**

- Blythe- Consumer Behavior- Sage

<b>AMBIT</b>	50583-Aziendale
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<b>INDIVIDUAL STUDY (Hrs)</b>	114
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<b>COURSE ACTIVITY (Hrs)</b>	36
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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.

New digital consumer behaviour and how marketing looks different in the social-digital age

The effect of digitisation on marketing

**SYLLABUS**

<b>Hrs</b>	<b>Frontal teaching</b>
4	Introduction to Marketing Research
12	Consumer Behavior
8	Advanced marketing research methodologies
12	Digital Marketing