



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2019/2020		
MASTER'S DEGREE (MSC)	BUSINESS ECONOMIC SCIENCES		
INTEGRATED COURSE	RESEARCH METHODOLOGIES FOR ORGANIZATIONAL MANAGEMENT		
CODE	19848		
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	<b>DOMINICI GANDOLFO</b> Friday 18:00 19:00 Mandare prima email.		

**DOCENTE:** Prof. GANDOLFO DOMINICI

PREREQUISITES	<p><b>ADVANCED MARKETING</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>SYSTEM THINKING</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>
LEARNING OUTCOMES	<p>To provide to students an important competitive advantage knowing System Thinking as well as practical insights on how to understand &amp; 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.</p>
ASSESSMENT METHODS	<p>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</p>
TEACHING METHODS	lectures and class work

**MODULE**  
**ADVANCED MARKETING RESEARCH**

*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.

**SYLLABUS**

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

**MODULE**  
**SYSTEMS THINKING METHODOLOGIES FOR ORGANIZATIONAL MANAGEMENT**

*Prof. GANDOLFO DOMINICI*

**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

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<b>COURSE ACTIVITY (Hrs)</b>	36
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**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