Digital Communication

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COURSE AIMS AND INTENDED LEARNING OUTCOMES

Aims

The course has two aims. The first involves an analysis of the characteristics of the digital transition – which impacts and will increasingly impact companies, business networks and IT infrastructures – from the perspective of the Transition 4.0 and Industry 5.0 programs and, above all, from a global perspective.

The second objective makes reference to the nature and function of economic information, which is fundamental for the communication of content and values inherent in the world of society, the economy and finance. This will also be done through training in the use of IT tools for data processing, communication and enhancement.

INTENDED LEARNING OUTCOMES

Knowledge and understanding

At the end of the course, students will know the basics of economic communication and digital innovation in complex organisations.

Ability to apply knowledge and understanding

The course is aimed at those who are interested in developing a concrete professionalism in the strategic management and design of the digital transition in order to promote the launch of new innovation and digitisation projects.

Students will also be able to draw up and present analyses (using Microsoft EXCEL and Microsoft POWERPOINT software) relating to the international, national, and sectoral economic framework.

COURSE CONTENT

Part One: “The Digital Transition”:

* The genesis of the "digital transformation" and its evolution;
* The impact and involvement of stakeholders;
* Reverberations in economic systems.

Part Two: "Economic information":

* Research and use of economic data from major international sources (ECB, IMF, OECD, UNCTAD, WORLD BANK, etc.);
* Research and use of economic data from the main Italian sources (Bank of Italy, AIDA, INPS, ISTAT, etc.);
* Design, formulation and implementation of online surveys;
* Processing of the data collected and their presentation.

READING LIST

Material made available by the lecturers and uploaded on the Blackboard platform.

TEACHING METHOD

The course includes lectures in the classroom and in the computer laboratory, as well as meetings and direct testimonials.

ASSESSMENT METHOD AND CRITERIA

The oral exam is aimed at ascertaining the acquisition of the contents covered during the course. The assessment will evaluate, among other things, the student's appropriate use of specific terminology, their ability to link the topics, the rigor in their choice of tools for analysis, and their familiarity with the computer tools used.

The exam also includes the creation of a short project work, carried out individually or in a group.

NOTES AND PREREQUISITES

In light of its introductory nature, the course has no content-related prerequisites. However, it requires a minimum and basic skill in the use of the personal computer, in particular the main applications of the Office suite.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=Eng or on the Faculty notice board.