# IT for economics and management

## Prof. Livio Palomba; Prof. Valentina Iacopino

***COURSE AIMS AND EXPECTED LEARNING OUTCOMES***

Information and Communications Technology (ICT) is becoming increasingly important in all aspects of today’s organizations and society and the success of today’s companies depends more and more on effective use of information technology and systems. This course lays the foundation for understanding technological innovation, advanced topics and trends in managing the information systems infrastructure, new business opportunities offered by the Internet, new digital business models and corporate information systems, together with their organizational and managerial implications.

At the end of the course, students will be:

– knowledgeable about main digital world trends, relevant available digital tools and their impacts on firms and society;

– aware about security and ethical issues that are originated by technology;

– able to apply new competences to business model design and to value people, process and technology dimensions;

– familiar with communication information technology terminology and be able to communicate with both technical experts and final users;

– equipped with the knowledge basis and capacity to collect additional information that are needed to tackle more advanced information systems courses.

***COURSE CONTENT***

*– Managing in the digital world:* an introduction to the role of ICT in the business as a fundamental component of successful organizations.

*– Digital convergence*: technological innovation and the development of information systems and communications networks in the Information Society.

*– Corporate information systems management*: enterprise architectures that support the operational and strategic needs of business.

*– ICT and digital markets*: enhancing collaboration using Web 2.0, new e-business models, corporate networks and new business opportunities*.*

*– ICT and ethical and social aspects*: ethical issues arising from the use of technology and the basic principles of information security.

***READING LIST[[1]](#footnote-1)***

Textbook used

J. Valacich-C. Schneider, *Information Systems Today,* Pearson, 9th edition, global edition. *[Acquista da VP](https://librerie.unicatt.it/scheda-libro/valacich-j/information-systems-today-managing-in-the-digital-world-global-edition-9th-edition-9781292438115-713938.html)*

Supplementary material will be made available on Blackboard during the course (case studies and articles on current topics, papers and webliography). The detailed syllabus of the course will be announced at the beginning of the course.

***TEACHING METHOD***

Frontal and interactive lessons with analysis and team discussion of real case studies on the topics covered during the course. Video and other multimedia tools will be used. The students will also benefit from external speakers from the business world making speaches during classes.

***ASSESSMENT METHOD AND CRITERIA***

The exam is in written form. Multiple choice as well as open questions will be part of the test. Student may enroll once in exam sessions for attending students (alternatively either in the first or the second exam session). In case either of failure or the grade being rejected, students have to enroll again as non attending students.

*Attending students*

Questions will be about those topics that are taught during lessons:

* Multiple choice questions will address the terminology and the main concepts behind IT in the business world, according to the course content and reference textbook.
* Open questions will address:

the capabilites of students to elaborate on digital world organizational and technical issues and opportunities

their understanding of the role of corporate information systems in the success of companies

possible new business models enabled by digital technologies and the raise of ethical and social issues

Multiple choice questions and open questions weight 45% each of the total evaluation.

Final assessment will benefit from group and/or individual work as well as discussion of articles or case studies. Discussion and case studies weight 10%.

The specific modalities will be communicated at the beginning of the course and made available on Blackboard.

*Not Attending students*

Students are asked to study all topics which are present in the textbook, chapters 6, 8 and 9 excluded.

Multiple choice questions will address the terminology and the main concepts behind IT in the business world, according to the course content and reference textbook.

Open questions will address the capabilites of non attending students to recall similar cases and examples from literature on the available material and elaborate on specific topics like:

– organizational structure;

– strategic orientation;

– digital tools / technologies and capabilites;

– business models enabled.

***NOTES AND PREREQUISITES***

Further information can be found on the lecturer's webpage at *http://docenti.unicatt.it* or on the Faculty notice board.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)