UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Assessment of Organizations and Marketing

2223-2-F5106P020

Learning area

Fundamentals and research methods in social and economic psychology

Learning objectives

Knowledge and understanding:
• Methodologies, processes and tools for the analysis of organizations and markets.
• Sustainable employability: a new paradigm for organizational management.
• New technology and digitalization for workers and organizations
• Design elements of technological tools for the analysis of organizations and markets.

Contents

The course is divided in two parts:

- The first part will discuss sustainable employability
- The second part concerns the use and development of technological tools useful for the organization to promote sustainable employability and corporate business.

Detailed program

The course follows the natural course of the organizational consulting and addresses the following issues:

- The sustainable employability: definition of a new construct
- The contact with the client;
- Data collection and analysis;
- The supporting to organization in strategic and operational choices;
- The development of technology for the worker and the company;
- New technologies for human resources management and safety performance in organizations

Prerequisites

Nothing specific

Teaching methods

The themes of the course are detailed through the description, analyzing and readdressing of cases in small workgroups.
Students will also be asked to engage in individual or group development of a project on the use of technology in organizations.
Although this course is held in Italian, for Erasmus students, course material can also be available in English, and students can take the exam in English if they wish to do so.

Assessment methods

Oral exam departing from the discussion of project (individually or in group developed) about the use of technology in organizations, previously sent to prof.

Textbooks and Reading Materials

Detailed information about the teaching material will be published on the e-learning page associated with the course.

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH