MANAGEMENT DIGITALE (LB46)

(Lecce - Università degli Studi)

Insegnamento TECNOLOGIE DIGITALI

GenCod A005226

Docente titolare Mario Alessandro BOCHICCHIO

Insegnamento TECNOLOGIE DIGITALI

Anno di corso 1

Insegnamento in inglese DIGITAL TECHNOLOGIES

Lingua ITALIANO

Settore disciplinare ING-INF/05

Percorso GENERALE

Corso di studi di riferimento MANAGEMENT DIGITALE

Tipo corso di studi Laurea

Sede Lecce

Crediti 8.0

Periodo Primo Semestre

Ripartizione oraria Ore Attività frontale: 48.0

Tipo esame Orale

Per immatricolati nel 2018/2019

Valutazione Voto Finale

Erogato nel 2018/2019

Orario dell'insegnamento https://easyroom.unisalento.it/Orario

BREVE DESCRIZIONE DEL CORSO

The aim is to provide the basics about the main digital technologies, their impact on organizations and the basics on digitalization of different sector of business.

Topics:

- Digital technologies: Information, Communication, Computer & Internet, smartphones, IoT, Data: Storage, Database & BigData;
- Digital tools and techniques for individuals: productivity@workplace, games & entertainment, study & research, travels, finance, relationships … ;
- Digital tools and techniques for organizations: Office Automation, Presentation Graphics, ERP, CRM, Cloud (SaaS, PaaS, IaaS), Edge computing, Data Analytics, Visualization, …
- Software 1: Elements of programming languages (R, SQL)
- Software 2: Lifecycle, Economics.

PREREQUISITI

Operative knowledge about Computers, Smartphones, Internet and office automation tools.

OBIETTIVI FORMATIVI

Students will be able to understand digital technologies and how they are applied to the most relevant business fields. They will also understand the basic elements about digital business models and digital organizations.

METODI DIDATTICI

Frontal lessons and lectures
Participatory learning sessions and hands-on sessions,
Lab activities à BYOD

MODALITA' D'ESAME

Written test on all aspects covered by the program.
Oral Test: 3 questions on theoretical & practical aspects covered by the program (the practical part starts with a test on technical skills. Bring your own computer equipped with a spreadsheet)

TESTI DI RIFERIMENTO	Segui il link: http://mb.unisalento.it/DigitalTech_17-18/home.htm