

Corso: Digital User Innovation

Docente: Loparco

Semestre: 1°

Lingua di erogazione: ENG

N° max studenti ammessi: 50 Polimi + 10 Erasmus

Al momento della allocazioni sarà data precedenza agli studenti di PSSD.

Modalità d'esame per non frequentanti: assessment su materiale corso e presentazione di un lavoro di ricerca da concordare

Note:

Integrated Product Design/ Design del prodotto per l'innovazione	Design degli Interni- Interior Design	Design della Comunicazione	Design for the Fashion System	Product Service System Design	Design & Engineering
X	X	X	X	X	

Gianluca Loparco

is the Deloitte Digital Transformation Leader in Italy and member of the Deloitte Digital EMEA leadership team.

He has been working in the Media industry on several customer and digital transformation initiatives since 2004, having supported several successful digital and innovative projects at large media and telco clients in Europe.

He has a broad functional knowledge of Customer Management strategies, processes and solutions having been engaged on projects in the Communication & Media, Energy & Utilities, Gas & Oil and Consumer Business industries.

Since 2003 he has also been working for University of Pavia, Faculty of Engineer and Catholic University of Milan, Faculty of Economics & Management, as Contract Professor of Digital Services Project and Customer Management Systems.

Contents

The course aims at acquiring new skills and competences for understanding, managing and leading the adoption of digital user and customer management strategies.

The new Digital Era is changing the way people live, work, interact, and communicate within and among organizational settings. In this scenario, the course focuses on the importance of strategies, customer experiences and information technologies delivered with digital customer management systems, with a focus on operational, analytical and collaborative components, mainly in the Marketing, Sales and Customer Services areas.

Practical exercises and seminars will provide students with a basic understanding of the business and IT impacts of digital application. Besides course lessons, students will learn how to conduct a digital transformation project through a business case to be agreed with the teacher.

Students will recognize the features of such innovations and comprehend the main impacts and managerial implications of them. The course aims at transferring both theoretical and practical knowledge through case studies, practitioners' experience, as well as group applied project works.

Teaching Method

Throughout the course a variety of teaching methods is used to encourage active learning. We combine formal teaching with projects, role-plays, simulations, case histories, managers and entrepreneurs' speeches.

Specific coursework assignments and a group project work are requested to attendees.

Assessment Method

The attendees are assessed through an individual written exam, as well as a group project work.

The group project work should be delivered by the end of the course, and will be reviewed by the professor.

Course Keywords

Digital User Innovation

