



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Information systems

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Course aims and intended learning outcomes

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

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 systems delivered to support digital customer journeys, with a focus on operational, analytical and collaborative components, mainly in the Marketing, Sales and Customer Services areas.

At the end of the course, students will:

- acquire basic knowledge of customer management strategies, customer experience design methodologies and comprehend their main managerial implications;
- understand key elements of a digital transformation project management that allow to identify typical activities and milestones applied to CRM systems;
- be able to describe capabilities and processes supported by a Sales Force Automation system, Contact Center system, Marketing system and Field Force Automation system;
- be able to assess and define modern architecture for digital customer management and identify their implications for companies;
- be familiar with information systems terminology and able to communicate about the systems;
- be equipped with the knowledge basis and capacity to collect additional information that are needed to tackle more advanced information systems topics.

Course content

Knowledge Area # 1 (first module): *Fundamentals of information systems*

- Information systems fundamentals.
- Information modeling and Data Base fundamentals.
- Customer management strategies and systems.
- Internet of things fundamentals.
- Digital touchpoints and system architectures (mobile, cloud, on-premises, etc).
- Experience Design fundamentals.

Knowledge Area # 2 (second module): *Digital transformation initiatives*

- Digital transformation business implications.
- Digital transformation initiatives by industries.
- Project management methodologies.



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Reading list

Required

F. RAJOLA, Customer Relationship Management, Springer, 2003.

Recommended

J. DYCHÉ, The CRM Handbook: a business guide to Customer Relationship management. Addison-Wesley Information Technology Series, 2001.

Teaching method

Projects, role-plays, simulations, case histories, managers and entrepreneurs' speeches.

Assessment method and criteria

For non-attending students the final exam is composed by an individual written exam which consists of 3 open questions on the handbook.

The attendees are assessed through an individual written exam which consists of 3 open questions on the content described during the classes and available as pdf documents, as well as a group project work, which counts for the 50% of the overall mark. The group project work should be delivered by the end of the course.