IT CONSULTANCY AND SOFT SKILLS

Anno immatricolazione	2020/2021
Anno offerta	2020/2021
Normativa	DM270
SSD	ING-INF/05 (SISTEMI DI ELABORAZIONE DELLE INFORMAZIONI)
Dipartimento	DIPARTIMENTO DI SCIENZE ECONOMICHE E AZIENDALI
Corso di studio	INTERNATIONAL BUSINESS AND ENTREPRENEURSHIP - MANAGEMENT INTERNAZIONALE E IMPRENDITORIALITÀ
Curriculum	Digital Management
Anno di corso	1°
Periodo didattico	Secondo Semestre (22/02/2021 - 22/05/2021)
Crediti	6
Ore	44 ore di attività frontale
Lingua insegnamento	English
Tipo esame	SCRITTO E ORALE CONGIUNTI
Docente	CANDUCCI MASSIMO (titolare) - 3 CFU PERON ANDREA - 3 CFU
Prerequisiti	Basis of Management, Usage of presentation tools (Power Point / Keynote). Basis of Project Management are useful but not mandatory
Obiettivi formativi	MAIN GOALS The goal is to clarify the role of the CONSULTANT in consultancy firms, and to give students practical tools and knowledge to understand how consultancy firms work, and the importance of soft skills needed in order to manage teams, relationships with customers and complicated situations (conflicts, claims). LEARNING OUTCOMES At the end of the course, students will be able to understand the typical path of a consultant with the related roles, and to have more elements in

order to evaluate to start this career. Moreover, in order to understand what consultancy means, students will be able to apply specific methodologies in order to approach new projects in a creative way, defining business needs, evaluating ROI and creating a business case in order to support their idea. After having defined the creative process and the right approach to analyze customer or market requirements, students will be able to prepare a successful presentation defining the right structure, look & feel, timing. In the end, students will be able to "sell" their ideas / projects, managing the relationship within the audience in terms of public speaking and negotiation skills. A particular focus will be on teaching how to manage conflicts within customers and objections that can raise during the negotiation phase

Programma e contenuti	Consultancy, Innovation and Soft Skills: The path to the consultancy through soft skills (from idea generation to sale) How to be more Creative: Lateral Thinking, Creativity Techniques What consultancy means in depth: different roles and profiles in Consultancy firms: Business Consultant, Business Analyst, Project Manager, Demand Manager, Information Technology & consulting. New careers in Consultancy (Data Scientist, UX/UI Designer) Psychological mechanisms underlying behaviours a. Communication basis (structure, axioms, rhetoric structure) ?b. Behaviour Genesys ?c. Visions, emotions, behaviours ?d. Be responsible of your mood ?e. Techniques to facilitate relationships Team Roles: how to have effective teams in your organization Digital revolution and bank business, the keys for sustainability Negotiation skills a. Consultants are the best salesmen ?b. The 8 principles to become a consultant able to sell with value ?c. Conflict Management Successful presentation a. Visual communication: how to materialize an idea ?b. Why: 5 reason why you can't omit visual communication ?c. Graphic components to know ?d. Graphic assembly principles ?e. How to represent a concept, a process, an idea ? How to Innovate (in) your organisation Ideas, Opportunities, Market Needs, Capabilities, Compelling Cases, Innovation Process and tools Innovation Skills and different kind of innovations Public Speaking a. How to prepare and manage a public speech ?b. physical Skills ?c. LLT Model ? Product Vision Workshop Product Vision, Business Model Canvas, Defining Personas, epics, user stories, Product Canvas, Prototype Leadership in Management

	Professional Skills Meeting Management, Technology Savvy, Technology Trend Awareness, Research, Diversity Awareness, Disability Awareness, Intercultural Competence, Training, Train the Trainer
Metodi didattici	-Lectures -Teamworks -Practical exercises - -Role Play - Guest speakers (e.g. top managers and entrepreneurs) - Lego Serious Play workshop
Testi di riferimento	The Seven Habits of Highly Effective People, Stephen R. Covey · How to Win Friends & Influence People, Dale Carnegie · Our Iceberg Is Melting, John Kotter and Holger Rathgeber · How To Deal With Difficult People: Smart Tactics for Overcoming the Problem People in Your Life, Gill Hasson
Modalità verifica apprendimento	A specific consulting project will be assigned to student groups. Every group will have to identify the project idea, develop a sustainable business case and prepare a final presentation that will be presented to the class in order to verify also the public speaking and successful presentation skills
Altre informazioni	
Obiettivi Agenda 2030 per lo sviluppo sostenibile	$lbl_legenda_sviluppo_sostenibile