Syllabus

Course Description

Course Title	HCI for Business
Course Code	76444
Course Title Additional	
Scientific-Disciplinary Sector	INFO-01/A
Language	English
Degree Course	Bachelor in Informatics and Management of Digital Business
Other Degree Courses (Loaned)	
Lecturers	dr. Rachele Didero, Rachele.Didero@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/52730
Teaching Assistant	
Semester	First semester
Course Year/s	3
CP	5
Teaching Hours	20
Lab Hours	30
Individual Study Hours	75
Planned Office Hours	
Contents Summary	Concepts and technologies Articulation work User Interfaces Usability and Custom experience Symbolism, brand identity and trust
Course Topics	The course introduces Human–Computer Interaction (HCI) principles applied to business and digital innovation. Topics include: Foundations of Human–Computer Interaction

	User-centered and human-centered design approaches User interfaces and interaction paradigms Usability, user experience (UX), and service experience HCI methods for business decision-making Prototyping physical and digital interfaces User research, testing, and validation Design ethics, trust, transparency, and responsibility in digital systems Brand identity, symbolism, and interaction design HCI in emerging technologies and business contexts
Keywords	Human–Computer Interaction; User Experience (UX); User Interfaces; Human-Centered Design; Business Innovation; Digital Products and Services; Prototyping; Usability; Interaction Design; Design Thinking; Technology and Society; Trust and Ethics in Digital Systems
Recommended Prerequisites	Basic knowledge of information systems and digital technologies is recommended. No advanced technical or programming skills are required.
Propaedeutic Courses	None.
Teaching Format	The course combines lectures, interactive discussions, case studies, hands-on labs, and group project work. Students will apply HCI methods to real-world business scenarios through iterative design, prototyping, and user testing activities. The course emphasizes learning by doing, interdisciplinary collaboration, and critical reflection.
Mandatory Attendance	The attendance is highly recommended, but not compulsory.
Specific Educational Objectives and Learning Outcomes	Knowledge and Understanding: D1.18. Understand the interdisciplinary approach to IT projects that takes into account technical foundations, business needs,

	social and dynamic aspects and the regulatory framework. Applying knowledge and understanding: D2.3 - Ability to analyse business problems and to develop proposals for solutions with the help of IT tools. D2.4 - Ability to formalise and to analyse procedures and operational processes, to recognise and use optimisation potentials. D2.6 - Ability to design, describe and present IT solutions to policy makers. Making judgements: D3.1 - Ability to collect and interpret data useful for forming independent judgments on IT and economic aspects of information systems. Communication skills: D4.3 - Ability to negotiate with people with different professional experiences the definition and requirements of corporate information systems. D4.5 - Ability to collaborate in interdisciplinary teams to achieve IT objectives. Learning skills: D5.1 - Learning ability to undertake further studies with a high degree of autonomy. D5.3 - Ability to follow rapid technological developments and to learn about innovative aspects of the latest generation of information technology and systems.
Specific Educational Objectives and Learning Outcomes (additional info.)	At the end of the course, students will be able to understand and apply Human–Computer Interaction principles in business and organizational contexts. They will develop the ability to analyze user needs, business constraints, and technological opportunities, translating them into effective digital products, services, and interfaces. Students will also strengthen their capacity to work in interdisciplinary teams, communicate design and technology decisions clearly, and critically reflect on the social, ethical, and organizational implications of interactive systems.
Assessment	Assessment is based on a combination of individual and group

	work. Students will be evaluated through a group project focused on the design of a user-centered digital solution for a business scenario, including research, concept development, prototyping, and validation. Additional assessment components may include individual assignments, class participation, and a final presentation of the project.
Evaluation Criteria	Evaluation is based on the following criteria: understanding and application of HCI concepts and methods; quality and coherence of user research and problem framing; effectiveness and clarity of the proposed solution; quality of prototypes and testing activities; ability to integrate business, user, and technological perspectives; clarity of communication, presentation, and documentation; active participation in class and contribution to group work.
Required Readings	Selected chapters and articles on Human–Computer Interaction, user experience, and digital product design will be provided during the course through the official learning platform.
Supplementary Readings	Additional readings, case studies, and references related to HCI, design for business, emerging technologies, and ethical aspects of digital systems will be suggested throughout the course for students interested in deepening specific topics.
Further Information	All course materials, updates, and communications will be shared through the official course platform. The course language is English.
Sustainable Development Goals (SDGs)	Industry, innovation and infrastructure, Quality education