Syllabus

Descrizione corso

Titolo insegnamento	HCI for Business
Codice insegnamento	76444
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	INFO-01/A
Lingua	Inglese
Corso di Studio	Corso di laurea in Informatica e Management delle Aziende digitali
Altri Corsi di Studio (mutuati)	
Docenti	dr. Rachele Didero, Rachele.Didero@unibz.it https://www.unibz.it/en/faculties/engineering/academic-staff/person/52730
Assistente	
Semestre	Primo semestre
Anno/i di corso	3
CFU	5
Ore didattica frontale	20
Ore di laboratorio	30
Ore di studio individuale	75
Ore di ricevimento previste	
Sintesi contenuti	Concepts and technologies Articulation work User Interfaces Usability and Custom experience Symbolism, brand identity and trust
Argomenti dell'insegnamento	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
Parole chiave	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
Prerequisiti	Basic knowledge of information systems and digital technologies is recommended. No advanced technical or programming skills are required.
Insegnamenti propedeutici	None.
Modalità di insegnamento	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.
Obbligo di frequenza	The attendance is highly recommended, but not compulsory.
Obiettivi formativi specifici e risultati di apprendimento	Knowledge and Understanding: D1.18. Understand the interdisciplinary approach to IT projects

attesi	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.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori 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.

Modalità di esame	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.
Criteri di valutazione	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.
Bibliografia obbligatoria	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.
Bibliografia facoltativa	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.
Altre informazioni	All course materials, updates, and communications will be shared through the official course platform. The course language is English.
Obiettivi di Sviluppo Sostenibile (SDGs)	Innovazione e infrastrutture, Istruzione di qualità