

## COURSE DESCRIPTION – ACADEMIC YEAR 2025/2026

<b>Course title</b>	<b>Seminar in Business Informatics and Information Systems</b>
<b>Course code</b>	76421
<b>Scientific sector</b>	INF/01
<b>Degree</b>	Bachelor in Informatics and Management of Digital Business (L-31)
<b>Semester</b>	1
<b>Year</b>	3
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	30
<b>Total lab hours</b>	--
<b>Attendance</b>	Not compulsory, but strongly recommended.
<b>Prerequisites</b>	
<b>Course page</b>	<a href="https://ole.unibz.it/">https://ole.unibz.it/</a>

<b>Specific educational objectives</b>	<p>The course belongs to the type "attività formative caratterizzanti – informatica".</p> <p>The course will train essential communication and writing skills for computer scientists that are supposed to work at the intersection with business functions in companies or public administrations. Furthermore, students will reflect on research methods in the business informatics and information systems subdiscipline based on current topics.</p>
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<b>Lecturer</b>	<a href="#">Markus Zanker</a>
<b>Contact</b>	Office B1.3.23, Faculty of Engineering, NOI Techpark, Via Bruno Buozzi 1, <a href="mailto:markus.zanker@unibz.it">markus.zanker@unibz.it</a> , +39 0471 016977
<b>Scientific sector of lecturer</b>	INF/01
<b>Teaching language</b>	German
<b>Office hours</b>	Will be announced in first unit, prior appointment via email.
<b>Lecturing Assistant (if any)</b>	
<b>Contact LA</b>	
<b>Office hours LA</b>	
<b>List of topics</b>	<ul style="list-style-type: none"> <li>• Research methods in business informatics and information systems</li> <li>• Literature research</li> <li>• Scientific writing</li> <li>• Models for quality control in scientific research</li> <li>• Current topics in business informatics and information systems</li> <li>• Presentations of seminar papers on topics in business informatics and information systems</li> </ul>
<b>Teaching format</b>	Frontal lectures, interactive exercises, student assignments and presentations

<b>Learning outcomes</b>	Knowledge and understanding:
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	<ul style="list-style-type: none"> <li>D1.13 - Overview of empirical research methods in business economics/information systems and their documentation/description in the context of scientific activities.</li> <li>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.</li> </ul> <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> <li>D2.3 - Ability to analyse business problems and to develop proposals for solutions with the help of IT tools.</li> <li>D2.16 - Know how to carry out bibliographic research, use databases and other sources of information and describe and present the results in a scientific-seminarial work in business economics/information systems.</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>D4.1 - Be able to use the three languages English, Italian and German and, in particular in English, be able to use appropriate technical terminology and communication style.</li> <li>D4.4 - Ability to structure and prepare technical documentation.</li> </ul> <p>Learning skills</p> <ul style="list-style-type: none"> <li>D5.1 - Learning ability to undertake further studies with a high degree of autonomy.</li> <li>D5.3 - Ability to follow rapid technological developments and to learn about innovative aspects of the latest generation of information technology and systems.</li> </ul>
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<b>Assessment</b>	<ul style="list-style-type: none"> <li>Written assignments and oral presentations are to be carried out during the semester and refer to the written production of scientific text and the presentation of scientific works (70%)</li> <li>Oral exam comprises the discussion and defense of one or more scientific papers (30%)</li> </ul>
<b>Assessment language</b>	German
<b>Assessment Typology</b>	Monocratic
<b>Evaluation criteria and criteria for awarding marks</b>	<p>The evaluation criteria for the assessment of the written and oral production of the students are as follows:</p> <ul style="list-style-type: none"> <li>Written assignments: quality and structure of the paper, language of the written production, adequate illustration, correct formatting and citations, ability to critically read and reflect on scientific literature;</li> <li>Oral presentations: quality and structure of the presentation, correct and adequate use of language, ability to critically reflect on scientific literature.</li> <li>Oral exam: its purpose is to assess the students' understanding of their written assignments. The assessment will be based on correctness, clarity of answers and their ability to apply concepts on small sample problems.</li> </ul>

<b>Required readings</b>	Readings will be provided as online sources via the OLE course environment.
<b>Supplementary readings</b>	
<b>Software used</b>	Latex