



ANNO ACCADEMICO 2025/2026

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| <i>Titolo dell'attività:</i> | Data and Analytics for Business Leadership |
| <i>Tipo di attività:</i> | Seminar |
| <i>Docente referente:</i> | Silvia Macchia |
| <i>Posta elettronica:</i> | macchia@unica.it |
| <i>Numero di crediti:</i> | 1 |
| <i>SSD:</i> | SECS P/07 |
| <i>Altri contatti di riferimento:</i> | |
| <i>Programma dell'attività:</i> | <p>The seminar will consist of a single 6-hour session, which will take place on Friday, 7 November 2025, from 9:00 to 13:00 and from 14:00 to 16:00.</p> <p>The seminar will be held by Dr, Nicola Marini who will explore the role of data and analytics in contemporary business leadership. The session will begin with an introduction to the strategic importance of data for organizations, illustrating the different types of data and the reasons why it is often described as the “new oil”.</p> <p>Participants will then be guided through the main approaches and technologies for managing and analyzing data, including business intelligence systems, data quality and governance practices, and modern tools such as relational and non-relational databases, data warehouses, and visualization platforms.</p> <p>A practical group exercise will allow students to design the data strategy of a fictional company, identifying sources, professional roles, and tools required. This will provide a concrete context for understanding how data-driven strategies can be structured.</p> <p>The seminar will also highlight the role of managers in such projects: how they can develop the ability to interpret and guide decisions based on data without being technical specialists. This will be complemented by case studies that contrast poor data management with successful practices, showing the impact of governance and quality on business outcomes.</p> <p>The session will conclude with an open discussion and wrap-up, encouraging participants to reflect critically on the managerial challenges of leading organizations in a data-rich environment.</p> <p>The seminar and all related activities will be conducted entirely in English.</p> |



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| <i>Prerequisiti:</i> | Be enrolled in the Bachelor and Master's Degree Programme of the Department of Economic and Business Sciences. Hold an English language certification at a minimum level of B1. Important: the seminar is open to the first 30 students who register by sending an email to macchia@unica.it . |
| <i>Obiettivi formativi:</i> | The seminar aims to provide students with an understanding of the fundamental role of data and analytics in modern organizations, offering both conceptual insights and practical skills. By engaging with examples, case studies, and interactive exercises, participants will learn to critically evaluate how data strategies support evidence-based decision-making, improve governance, and foster innovation. Special emphasis will be placed on the managerial perspective: students will understand how leaders can communicate effectively about data, set priorities, and make informed choices without necessarily mastering the technical aspects. The seminar will equip future managers with the tools to recognise both opportunities and risks in data-driven projects, enhancing their ability to lead organisations in increasingly digital and data-intensive contexts. |
| <i>Numero massimo di studenti:</i> | 30 |
| <i>Testi e letture consigliate:</i> | |
| <i>Modalità di verifica finale:</i> | The seminar includes a final assessment, which will be evaluated by the lecturer, who will determine whether the student has understood and internalised the topics covered during the sessions. Detailed instructions regarding the assessment will be provided in class by the lecturers. |
| <i>Modalità e termini di iscrizione:</i> | Send and email to the address macchia@unica.it . |