



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Analisi Quantitative d'Impresa per I Mercati Globali

2021-2-F7702M035

Learning objectives

The course presents typical tools of inference and multivariate statistics. The course aims to guide students in the selection of the adequate statistical tools, in the application of these models or tools and in the interpretation of results.

Contents

Market Segmentation.

Factor Analysis.

Conjoint analysis.

Detailed program

See the dedicated sections of each module.

Prerequisites

Basic statistics and inferencial statistics.

Teaching methods

Lectures and exercises will be done in class or remotely, depending on Covid emergency.

Assessment methods

Students can do a partial test for each module. The final mark is obtained as weighted average of the partial tests, according to the credits (CFU) of each module. See the dedicated sections of each module for details of partial tests.

Textbooks and Reading Materials

See the dedicated sections of each module.

Semester

Annual:

Autum for the module Experimental plans for Marketing;

Spring for the module Quantitative market analysis.

Teaching language

Italian
