UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Metodi e Strumenti per le Indagini di Marketing

2122-1-F7702M038

Learning objectives

The aim of the course is to provide to the students the skill for the use of VBA language to solve problems of medium complexity in their field of specialization and to translate them into automated procedures

Contents

VBA programming and applications to data manipulation and problem modeling

Detailed program

See the dedicated sections of each module.

Prerequisites

Mathematical-logical knowledge as acquired during high-school and basic concepts on algorithms.

Teaching methods

Some frontal lessons (theory and examples) and some practical sessions (exercises) are provided. Lessons of the Elementi di Programmazione module take place in computer science lab to allow students to immediately apply the concepts explained.

Assessment methods

Students must 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.

Textbooks and Reading Materials

See the dedicated sections of each module.

Semester

Second semester.

Teaching language

Italian.