UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratorio di Metodologia

2526-1-F5112P008

Learning area

Experiential learning

Learning objectives

Knowledge and understanding

Qualitative module

- The demand analysis; The qualitative research project; The choice of the method: focus group and/or qualitative interview; Planning data collection

Quantitative module

- Identifying the correct analysis to be performed among a Principal Component Analysis, a Regression, and Analysis of Variance to test an hypothesis; Identifying variables to run analysis

Applying knowledge and understanding

Qualitative module

- To write a qualitative marketing research project; To conduct a focus group/qualitative interview; To present a research project

Quantitative module

- Running a Principal Component Analysis, a Regression, and Analysis of Variance in SPSS; Interpreting

Results

Critical Thinking and Judgment Skills:
Through the discussion of case histories and the analysis of specific research frameworks, the ability to critically evaluate methodological choices and the management of research processes is encouraged.

Communication Skills:
The workshop aims to strengthen communication skills related to reporting on research processes, the rationale behind analytical decisions made, and the results obtained.

Ability to Pursue Independent Study:
The workshop aims to provide tools and skills in analysis and behavior that are useful for future academic and professional contexts, promoting continuous and self-directed learning.

Contents

Detailed program

Prerequisites

Teaching methods

Assessment methods

Textbooks and Reading Materials

Sustainable Development Goals

QUALITY EDUCATION