



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio di Metodologia

2526-1-F5112P008

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#### 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

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