

# 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**