UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Analisi Quantitative di Mercato (c.p.)

2627-2-F7704M013-F7704M013-1

Learning objectives

The course aims at providing the knowledge needed to perform market analyses and to analyse data from primary and secondary data sources, providing information supporting management decisions. By the end of the course, students are expected to acquire:

- the knowledge of the data sources useful to meet information needs;

- the knowledge of the phases of a market analysis;

- the ability to apply statistical methods to data;

- the ability to correctly interpret results.

Knowledge and Understanding
Students will acquire knowledge and understanding regarding the design of a market analysis, the sources from which to obtain data, the statistical methods for data analysis, and the synthesis of analysis results to provide information supporting managerial choices within the enterprise.

Applying Knowledge and Understanding
Students will be able to meet the business knowledge needs by developing a market analysis through its essential phases: defining the research topic, selecting data sources and collecting data, analysing data, and interpreting the analysis results.

Making Judgements
Students will be able to choose which data and statistical method are best suited to achieve the market analysis objectives, distinguishing between primary and secondary information objectives.

Communication Skills
Students will develop the ability to present market analysis results by using an appropriate statistical terminology

and by communicating effectively with both specialist and non-specialist audiences.

Learning Skills
Students will develop learning skills that will allow them to study the market analysis topics in detail, by stimulating the interest in learning additional statistical techniques and by using a statistical software that enables them to expand their known areas of market analysis.

Contents

The course covers the statistical methods for quantitative market analyses, discussing the rationale behind the application of statistical methods to real business cases. The essential steps of a market analysis are discussed: definition of objectives, choice of sources of primary and secondary data, collection of data, elaboration of data, interpretation of results. The course deals with the statistical analyses of purchasing behaviour and target market. The statistical techniques for demand forecasting are described.

Detailed program

1. Quantitative market analyses:

a. definitions and purposes of a market analysis;

b. phases of a market analysis;

c. data sources for market analyses.

2. Analysis of target market:

a. market potential estimation;

b. brand positioning;

c. launch of a new product;

d. market share analysis.

3. Analysis of purchasing behaviour:

a. customer segmentation;

b. brand switching analysis.

4. Demand forecasting:

a. time series analysis for sales forecasting;

Prerequisites

A solid knowledge of descriptive and inferential statistics is required.

Teaching methods

The course consists of 35 hours, 25 of which are of frontal lessons in presence and 10 hours are of frontal remote lessons.

Assessment methods

The assessment of learning outcomes consists of a written exam.

Exam purposes
The written exam assesses the level of knowledge of the course topics, the ability to apply statistical methods for market analysis and the interpretation of results.

Exam contents
The written exam includes open questions, closed-ended questions (with a positive score in case of exact response, null for a non-response and negative in case of wrong response), exercises and the interpretation of the output of a statistical software.

Assessment criteria
The exam score is on a 30-point scale.

Textbooks and Reading Materials

Statistica per analisi di mercato. Autori: F. Bassi, S. Ingrassia, anno di pubblicazione 2022. Editore: Pearson.

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION