LLSMS2000

2015-2016

Studies and markets models (in French)

5.0 credits	30.0 h	1q

Teacher(s) :	Kervyn de Meerendré Nicolas ; Kestemont Marie-Paule ; Van Pachterbeke Matthieu (compensates Kestemont Marie-Paule) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	Basic Marketing
Main themes :	Present the sequence of interrelated stages of the market research process. (this involves the diagnosis of information needs, the gathering of reliable data and their analysis in order to help marketing to sake sound decisions. Themes Designing the market study, exploratory research, descriptive research (including bi-variate methods) introduction to causal research
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 2.5. Contribute to the development and advancement of the man- agement field. 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3.Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5.Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 7. Project management 7.1.Analyse a project within its environment and define the expected outcomes' 7.2. Organize, manage and control the process, ' 7.3.Make decisions and take responsibility for them in an uncertain world ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 9. Personal and professional development 9.1. Independent self-starter ' 9.2. Self-awareness and self-control ' 9.3. Self-motivation' 9.4. Quick study, lifelong learner ' *The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".*
Evaluation methods :	Class participation and oral examination (in French or English)
Teaching methods :	In-class activities - Lectures - Exercices/PT At home activities - Paper work
Content :	Summary " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above

	Methods In-class activities - Lectures - Exercices/PT At home activities - Paper work
Bibliography :	: SLIDES compulsory and available on line . BOOK : Malhotra not compulsorySupports available on line are on ICAMPUS. : No TEXTBOOK. . BOOK : MALHOTRA Naresh, Etudes marketing avec SPSS, Pearson Education. not compulsory. No reading file. Supports available on line are on ICAMPUS.
Other infos :	Pedagogic team : Professor s weekly open door Internationalisation - international content - international case study Corporate features - conference - case study
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Statistics: General	STAT2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Management	GESM2M	5	-	