



5 credits

30.0 h

Q1

Teacher(s)	Pleyers Gordy ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	Design a study, final presentation Themes : Analyse discriminante, analyse factorielle, analyse typologique, analyse multidimensionnelle des similarités, analyse conjointe
Aims	<i>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".</i>
Content	Summary, content and methods " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Micro-teaching (partly presented by students) - Exercices/PT - Project based learning - other: survey At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work - Students presentation
Other infos	Prerequisites Basic Marketing, Market Research n°1 (LSMS2000) Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Internationalisation - international content - international case study Corporate features - case study - other : survey Techniques and tools for teaching and learning - IT tools - modelling - quantitative methods - qualitative methods - mathematics - other : statistics
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] in Statistics: General	STAT2M	5		
Master [120] in Management	GEST2M	5		