MANAGEMENT, CONTROL AND FINANCE WITH IA (LM01R)

(Lecce - Università degli Studi)

Teaching MARKETING ANALYTICS

GenCod A008711

Owner professor MARIA IRENE PRETE

Teaching in italian MARKETING ANALYTICS

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SSD code ECON-07/A

Reference course MANAGEMENT, CONTROL AND FINANCE WITH IA

Course type Laurea Magistrale

Credits 6.0

Teaching hours Front activity hours: 36.0

For enrolled in 2026/2027

Taught in 2026/2027

Course year 1

Language ITALIAN

Curriculum CONTROLLO MANAGERIALE E B.I.

Location Lecce

Semester Secondo-Trimestre

Exam type Oral

Assessment Final grade

Open **Course timetable**