

IDENTIFICATION

Course code : E3AG6RD1
ECTS : 1.5

DURATION

Lectures : 4
Tutorial classes : 14
Labs : 0
Total : 18

Project :
Personnal work :

ASSESSMENT

Survey report on an agro-food-related case study

TEACHING MATERIALS

Course support (PPT) Moodle

LANGUAGE

English

CONTACT

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Modifié le : 14 juillet 2026

UE : UE6-R

COURSE : Survey Management

SCOPE OF THE COURSE

OBJECTIVES

Be able to collect and analyze information for problem-solving. Know how to design a questionnaire and analyze results.

COMPETENCE AND SKILLS

Develop a simple specification sheet based on predefined constraints (Nutri-Score, anti-waste law, etc.) Adapt and select product characterization methods (physicochemical, rheological, sensory, nutritional, shelf life) according to objectives Understand scientific and technical resources in English

PROGRAM

- Qualitative survey methods (individual and group interviews, observations) and quantitative methods (questionnaires, databases)
- Sampling : choosing sample size, understanding the principle of random and empirical surveys, identifying sources of error
- Questionnaire design (types of questions, wording and order, questionnaire adaptation to data collection mode, measurement errors, key legal issues (GDPR))
- Digital data collection tools (Google Forms, survey software such as SPHINX)
- Data processing : implementation of descriptive statistical and graphical tools to report survey results (mean, variance, standard deviation, confidence interval, diagrams, histograms, multivariate analyses)

BIBLIOGRAPHY

REQUIREMENTS

Management computing course. Descriptive statistics. Data analysis