

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBBI01	Total Credit:3
Title Of Paper: Quantitative Techniques for Management – I	

Unit	Description in detail	Weighting (%)
I	Introduction to Statistics Definition of statistics, scope of statistics, limitations of statistics Types of data: Primary and Secondary data, Methods of collecting primary data Questionnaire (ii) Interview. (Both without formulation) Construction of frequency distribution	20%
II	Measures of central tendency and dispersion Measures of central tendency: Mean Median Mode (all for grouped and ungrouped data). Combined mean (definitions and applications only) Measures of Dispersion: Range Mean Deviation about mean Quartile Deviation Standard Deviation (all for grouped and ungrouped data) Coefficient of Variation Combined standard deviation (definitions and applications only)	25 %
III	Correlation Introduction, Meaning, Definition of Correlation Types of correlation, Correlation coefficient & its properties (without proof) Methods of studying correlation Scattered Diagram Karl Pearson's product moment method Spearman's rank method	25 %
IV	Linear Programming Problems Nature, Meaning, Characteristics, Phases, Scope and limitations of O.R., Role of Computers in O.R. General Linear Programming problems & its standard form, Slack, Surplus, Artificial slack variables, Assumptions of LP problems, Limitation of LP problems Formulation of LP problem (up to 2 variables) Methods of solving LP problems: Graphical method Simplex method (Max type problem)	30%

Basic Text & Reference Books:

- Levin & Rubin: Statistics for Management, Prentice Hall of India, New Delhi.



- R.P. Hooda: Statistics for Business and Economics, Macmillan, New Delhi.
- S.D. Sharma: Operation Research, Kedar Nath & company, Meerut.
- J.K. Sharma: Quantitative Techniques for managerial decision, Macmillan India Ltd.
- N.D. Vohra: Quantitative Techniques in Management, Tata McGraw Hill, New Delhi.

