

S.G.M. College of Commerce and Management

Course Plan (Academic Year 2015-16) Quantitative Techniques for Management-I (BBA-ITM SEM-III)

UNIT	Topic	Sessions required
I	Introduction to Statistics	10
	▪ Definition of statistics, scope of statistics, limitations of statistics	2
	▪ Types of data: Primary and Secondary data,	2
	▪ Methods of collecting primary data Questionnaire (ii) Interview. (Both without formulation)	2
	▪ Construction of frequency distribution	4
II	Measures of central tendency and Dispersion:	14
	▪ Measures of central tendency	7
	Mean, Median, Mode (all for grouped and ungrouped data) Combined mean. (definitions and applications only)	
	▪ Measures of Dispersion:	7
	Range, Mean Deviation about mean	
	Quartile Deviation , Standard Deviation	
	Coefficient of Variation (C.V.), Combined standard deviation	
III	Correlation	12
	Introduction, Meaning, Definition of Correlation	2
	Types of correlation, Correlation coefficient & its properties(without proof)	2
	Scattered Diagram	2
	Karl Pearson's product moment method	3
	Spearman's rank method	3
IV	Linear Programming Problems	13
	Nature, Meaning, Characteristics, Phases, Scope and limitations of O.R., Role of Computers in O.R.	2
	General Linear Programming problems & its standard form,	1
	Slack, Surplus, Artificial slack variables, Assumptions of LP problems, Limitation of LP problems	1
	Formulation of LP problem (up to 2 variables) Methods of solving LP problems: Graphical method Simplex method (Max type problem)	8
	Total:	49