



Lesson Plan

Program: BBA **Semester:** 2nd **Course Code:** 201 **Course Name:** Quantitative Techniques for Business

Course Objectives: The purpose of the paper is to inculcate and analytical ability among the students

Session Duration: 60 minutes

Participants: BBA 1ST year students

Entry level knowledge and skills of students

- i. students aware of quantitative initial techniques for solving questions
- ii. Capable of mathematical calculations
- iii. Capability of Critical thinking and Critical Analysis

Equipment required in Classroom/ Laboratory/ Workshop

- i. White board, duster and Marker
- ii. Smart Board, Projector and system

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Any 2 & attendance)	20
2(a)(i)	Assignment I	10
2(a)(ii)	Assignment II	10
2(a)(iii)	Attendance (compulsory)	5

Course Outcomes (starting with an action-oriented observable and measurable verb)

(CO1): Gaining Knowledge of the basic concept of business statistics.

(CO2): To compute various measures of central tendency, measures of Dispersion and their implication on business performance.

(CO3): To compute various measures of time series analysis, correlation and regression analysis and their implication on business performance.

(CO4): To perform practical application probability for taking managerial decisions.



L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Statistics	Types of Data		Contextual	1		
2.		Classification & Tabulation of Data		Constructive	1		
3.		Frequency Distribution		Constructive	1		
4.		Census and Sample Investigation		Interactive	1		
5.		Diagrammatical and Graphical Presentation of Data.		Interactive	1		
6.							
7.							
8.							
Unit – 2							
9.	Central Tendency	Mean, Median & Mode		Practice of Practical Questions	2		
10.		Measures of Dispersion		Practice of Practical Questions	2		
11.		Range		Practice of Practical Questions	2		



12.		Mean Deviation		Practice of Practical Questions	2		
13.		Standard Deviation		Practice of Practical Questions	2		
14.							
15.							
16.							
Unit – 3							
17.	Correlation	significance of Correlation		Practice of Practical Questions	3		
18.		Types of correlation		Practice of Practical Questions	3		
19.		Scatter Diagram		Constructive	3		
20.		Karl Pearson coefficient of correlation		Using marker and board for detailed explanation of numerical questions	3		
21.		Spearman's coefficient of Rank correlation		Practice of Practical Questions	3		
22.	Regression	Introduction, Regression Lines		Interactive	3		
23.		Regression Equations			3		
24.		Regression Coefficients			3		
Unit – 4							
25.	Time Series	Analysis of Time			4		



		Series					
26.	Index Numbers	Detailed analysis of index numbers		Practice of Practical Questions	4		
27.		Interpolation and Extrapolation			4		
28.							
29.							
30.							
31.							
32.							
Unit – 5							
33.	Probability	Definitions of Probability			5		
34.		Additive and Multiplicative Rules of probability		Practice of Practical Questions	5		
35.		Bay's Theorem (Simple numerical)			5		
36.		Probability Distributions		Practice of Practical Questions	5		
37.		Binomial, Poisson and Normal		Practice of Practical Questions	5		
38.							
39.							
40.							
Revision							
41.							



42.							
43.							
44.							
45.							
46.							
47.							
48.							

Text Books: C. Satyadevi

Reference Books: Suggested Readings:

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods
6. K. G. Gupta ; Quantitative Techniques

Journals:

[https://www.researchgate.net/publication/320346875_Quantitative_Research_Methods_A_Synopsis
_Approach](https://www.researchgate.net/publication/320346875_Quantitative_Research_Methods_A_Synopsis_Approach)

https://us.sagepub.com/sites/default/files/upm-binaries/70019_Mertler_Chapter_7.pdf