

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT  
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

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<b>Course Title</b>		<b>Business Statistics-II</b>
<b>Course Code Number</b>		<b>MGT 342</b>
<b>Year/Semester</b>		<b>II/IV</b>
<b>Credit Hours</b>		<b>03</b>
<b>Course Objectives:</b>		
<b>Main Objective</b>		Provide The Knowledge of Applying Different Statistical Tools and Quantitative Techniques in Modeling and Analysis for Business and Decision Making Problems.
<b>Enabling Objectives</b>		After completion of all the units of the course, participants will be able to: <ul style="list-style-type: none"> <li>• Examine the propose and Signification of Correlation Coefficient</li> <li>• Test Regression Coefficient,</li> <li>• Apply Time Series and their Measures and Forecasting</li> </ul>
<b>Learning Unit (LU)</b>	<b>Learning Hours (LH)</b>	<b>Contents</b>
<b>LU 1</b>	<b>LH 8</b>	<b>Relationship between Two Variables</b> Correlation between Two Internally scaled Variables, Scatter Plot, Test of Signification of Correlation Coefficient, Simple Linear Regression Model, Model assumptions, Estimation of Regression Equation, Test of Signification of Regression Coefficient, Confidence Interval Estimate of an Individual value of Outcome Variable, Coefficients of Determination, Concept of regression Diagnostic.
<b>LU 2</b>	<b>LH 8</b>	<b>Multiple Regression Analysis</b> Selection Variable to Build Multiple Linear Regression Model, Estimation of Multiple Regression equation, Test of Significance of Regression Coefficient, Standard Error of Estimate, Prediction and Confidence Intervals, Curvilinear Model, Multi – co linearity .
<b>LU 3</b>	<b>LH 7</b>	<b>Time Series Analysis</b> Components of Time Series and their Measures, Forecasting, Choice of Appropriate Forecasting Techniques, Autocorrelations
<b>LU 4</b>	<b>LH 4</b>	<b>Index Number</b> Types of Index Numbers, Methods of Construction of Index numbers, Base Shifting, Consumer Price Index Numbers, application of Index Numbers in economics, Business and Industries
<b>LU 5</b>	<b>LH 8</b>	<b>Linear Programming Problem</b> Problem Formulation, Linear Programming Model, Graphical Solution of Model Optimization, Sensitivity Analysis and

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		duality Analysis
<b>LU 6</b>	<b>LH 13</b>	<b>Quantitative Techniques</b> Transportation Problems, Assignment Problems and Network Analysis
<b>References</b>		<ol style="list-style-type: none"><li>1. Taha, Hamady, A Operations Research . An Introduction, Latest Edition, McMillan</li><li>2. Levine M. David, Krehbie C. Timothy; Brenson L. Mark and Viswanathan, P. K. Business Statistics A First Course, Pearson Education, Latest Edition.</li><li>3. Raja Gopalan S. and Saffanthan, R.(2009), Business Statistics &amp; Operation Research ; 2<sup>nd</sup> Edition, MC Graw Hill Education</li></ol>

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination