

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

QUANTITATIVE METHODS

Objective :

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques .The main focus however is in their applications in business decision making .

Course contents:

Mathematical basis of managerial decisions :Functions , Application of functions and some special functions and their managerial applications. Matrices and their applications in solving Business problems. Linear Programming ,Frequency distribution and their analysis , Probability Theory and Probability Distributions – Normal ,Binomial and Exponential ; Correlation , Simple and multiple regression analysis , Time series analysis , Hypothesis testing – Z , t , X^2 , & F test Statistical package (like SPSS and SYSTAT) , Advanced techniques of data analysis – ANOVA , Discriminant analysis , factor analysis , Conjoint analysis ,Multidimensional scaling , Clustering methods.

Reference:

1. Dr. S.P Gupta & M.P Gupta ,”Business Statistics “Sultand chand & sons , New delhi , latest edition
2. Dr. S.P gupta ;” Statistical Methods” ,sultan chand & sons , New delhi , latest edition
3. Jean E. Weber ; Mathematical analysis - business and economic applications, Happer & row publishers , New York , latest edition
4. R.S Bhardwaj ; Mathematics for economics & business , Excel books ,new delhi , latest edition .
5. N.D Vohra ; Quantitative techniques in management , Tata McGraw hill new delhi , latest edition