

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 104

Course Name: Decision Techniques for Business

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Credits – 4

Objective: The objective of this paper is to develop students' familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Outcomes:

CO1: Understand the basic concepts of Statistics

CO2: Apply correlation and regression concepts in business and research problems

CO3: Explore the use of linear programming in business problem solving

CO4: Analyze transportation and assignment problems

CO5: Evaluate alternatives before taking business decisions