**Programme: Master of Business Administration**

**Semester II**

**MBA 201-18**

**BUSINESS ANALYTICS FOR DECISION MAKING**

**Objective:** The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

*Course Outcomes (COs)*

| Sr. No. | At the end of the course, the student will be able to: |
|---------|--------------------------------------------------------|
| CO1 | To have a deeper and rigorous understanding of fundamental concepts in business decision making under subjective conditions |
| CO2 | To enhance knowledge in probability theory and normality and its distribution concepts |
| CO3 | To conduct research surveys through multiple regression and multiple correlation |
| CO4 | To design a good quantitative purpose statement and good quantitative research questions and hypotheses |
| CO5 | To know the various types of quantitative sampling techniques and conditions to use. |
| CO6 | To utilize the time series method to predict the future of sales in a concern. |

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affliated-colleges.pdf)