

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business &
Entrepreneurship) Programme
Term - II

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Course Code	MFB4CCOQ01
Course Title	Data Analytics for Entrepreneurs

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Demonstrate the ability of structuring and analyzing business problems statistically.
2. Formulate practical situations into models and solve the models to optimize the business objectives.
3. Apply quantitative methods in effective management decision making process.
4. Develop the ability to perform statistical calculations using computer based statistical software.

Syllabus

Teaching Hours

Unit I: Introduction to Descriptive Statistics <ul style="list-style-type: none"> • Introduction to Statistics; • Descriptive Statistics; • Data Analysis using spreadsheets function like Pivot tables, Data Analysis Tools 	07
Unit II: Inferential Statistics <ul style="list-style-type: none"> • Probability Distributions; • Sampling Methods, • Hypothesis Testing for population mean; • Simple Correlation and Simple Regression Analysis; 	08
Unit III: Resource Optimization Models <ul style="list-style-type: none"> • Overview of Operations Research Modelling Approach; • Linear Programming Problem (LPP); • Spreadsheet models to analyze both simple and complex business problems 	07
Unit IV: Optimization Models using Spreadsheets <ul style="list-style-type: none"> • Duality in LPP; • Sensitivity Analysis using more complex excel function like Solver, • Transportation Model, • Assignment Model. • Design and structure spreadsheets to maximize benefit in solving business problems in the area of supply chain distribution 	08

Suggested Readings:

1. Anderson, D., Sweeney, D. & Williams, T. Statistics for Business and Economics. New Delhi: Cengage Learning
2. Black, K. Business Statistics for Contemporary Decision Making. New Delhi: Wiley-India Student Edition.
3. Hillier, F. & Hillier, M. Introduction to Management Science - A Modelling and Case Studies Approach. New Delhi: Tata McGraw Hill.
4. Levin, R. I. & Rubin, D. S., Statistics for Management, New Delhi: Pearson India.
5. Render, B., Stair, R. M. Jr., Hanna, M. E. & Badri, T. N. Quantitative Analysis for Management, New Delhi: Pearson Education.

w.e.f. Academic year 2019-20 and onwards