



FACULTY OF MANAGEMENT STUDIES BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTERII (two)

CODE4MS02BST1

Name of Subject Business Statistics

Teaching & Evaluation Scheme

| Teaching Hours / Week | | | | Evaluation Scheme (MARKS) | | |
|-----------------------|----|---|-------|---------------------------|----------|-------|
| Th | Tu | P | Total | University | Internal | Total |
| 04 | 0 | 0 | 04 | 70 | 30 | 100 |

Objectives

- To develop skills in structuring and analyzing business problems using quantitative analysis.
- To develop aptitude and statistical thinking approach to business problems.
- To understand the effective use of computer software for resolution of statistical problems.

Prerequisite Basic Knowledge about Calculation,

Course outline

| Sr. No. | Course Contents | Number of Hours |
|---------|---|-----------------|
| 1 | Introduction to Statistics, Statistics in Business, Charts and Graphs | 06 |
| 2 | Descriptive Statistics, Measure of Central Tendency, | 06 |
| 3 | Measure of variability for Group ungrouped data, Measures of Shape: Skewness and Kurtosis, Measures of Association. | 07 |
| 4 | Random Variable and Probability Distribution Meaning, Structure, Conditions of Probability, Sums of Every Condition Probability, Revision Probability | 07 |
| 5 | Simple regression Analysis & Correlation | 08 |
| 7 | Estimation of Single Population | 07 |
| 8 | Parametric Test : Estimation of Two population (Z test) Process Of Hypothesis Testing, Sums of One & Two Population | 07 |
| 9 | T test for One and Two Population | 07 |

| | | |
|----|--------------------|-----------|
| 10 | Scaling Technique | 06 |
| | Total Hours | 60 |

Learning Outcomes

| | |
|----------------------------|---|
| <i>Theoretical Outcome</i> | <i>How to use test in Business</i> |
| <i>Practical Outcome</i> | Practical use of test in business problem |

Teaching & Learning Methodology

- Lectures and Discussions
- Assignments
- Presentations

Books Recommended

- 1 **'Business Statistics for Contemporary Decision Making'** –*Ken Black*, Wiley india Pvt. Ltd (2004)
- 2 **'Statistics for Business and Economics'**- *Anderson, Sweeney, Williams*, Cengage Learning Publication(2001)
- 3 **' Business Statistics'**-*S.C.Gupta, Indra Gupta*, HPH Publication(2010)

E-Resources

- 1 <http://as.wiley.com/WileyCDA/WileyTitle/productCd-EHEP000275.html>
- 2 <http://www.gobookee.net/business-statistics-ken-black-solution>
- 3 <http://as.wiley.com/WileyCDA/WileyTitle/productCd-EHEP002055.html>