COURSE TITLE- BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCCOM103	4	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	-	-	30	70	100	2

Course Description: Business Statistics is a foundational course designed to introduce students to the essential concepts and methods used in statistical analysis within a business context. The course covers the basics of statistical investigation, census and sampling methods, data collection and data presentation. Students will explore measures of central tendency and variation, essential tools for summarizing and describing data.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand and explain statistical concepts	U
2	Present and interpret statistical data	C
3	Apply measures of central tendency and variation	A
4	Apply measures of variation	A
5	Analyse and solve real-world business problems using statistics	An

****Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)***

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
C01		✓		✓	
C02		✓		✓	✓
C03		✓		✓	
C04		✓		✓	✓
C05	✓	✓		✓	

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	**Introduction**		**12**
	1	Meaning, Definition, Functions, Importance and Limitations of Statistics	
	2	Statistical investigation: Meaning and Stages (Brief explanation only)	
	3	Collection of Statistical Data, Sources of Data: Primary and Secondary sources	
	4	Methods of collecting Primary data: Observation Method, Interview Method and Surveys using schedules and questionnaire	
II	**Census and Sampling Methods**		**12**
	1	Meaning of Census and Sampling Methods	
	2	Methods of Sampling: Probability and Non probability methods	
	3	Tabulation of Data: Parts of a table and Qualities of a good table	
	4	Presentation of Data: Creation of Charts (Line, Pie and Bar charts) using spread sheet software.	
III	**Measures of Central Tendency**		**12**
	1	Meaning, Objectives and Requisites of good average	
	2	Types of averages: Mean (Simple & Weighted)	
	3	Median, Mode, Harmonic Mean and Geometric Mean (Algebraic method only)	
IV	**Measures of Variation**		**12**
	1	Meaning	
	2	Various measures of dispersion: Absolute and Relative measures	
	3	Range, Quartile Deviation, Mean Deviation and Standard deviation	
V	**Teacher Specific Module**		**12**
	➢ Directions: Teachers can use real-world examples and case studies to illustrate key concepts in Business Statistics. Teachers can also focus on teaching data collection methods and effective use of spreadsheet software for data presentation. Encourage hands-on exercises and group discussions to ensure students gain both theoretical knowledge and practical skills.		

Essential Readings:

1. S. P. Gupta. Statistical Methods. Thirty third Revised Edition, Sultan Chand & Sons, 2006.
2. D. C. Sancheti, and V. K. Kapoor. Statistics (Theory, Methods & Application). Seventh Revised Edition, Sultan Chand & Sons, 1999.

Suggested Readings:

1. R. S. N. Pillai and Bagavathi. Statistics Theory and Practice. S. Chand & Company Ltd, 2010.
2. Dr. P. R. Vittal. Business Mathematics and Statistics. Sixth Revised Edition, Margham Publications, 2015.
3. B. M. Aggarwal. Business Mathematics and Statistics. Ane Books, 2010.

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	**70**
Continuous Evaluation	**30**
a) Test Paper	*6*
b) Test Paper	*6*
c) Assignment	*9*
d) Seminar/Viva/Article or Book Review	*9*
Total	**100**