

KU1DSCBBA102:BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Business statistics introduces students to various statistical tools and helps students to analyse business data so as to understand business trends and patterns.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basics of statistics, its importance and applications in various areas of study.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply the measures of central tendency to the statistical data and evaluate the measures of dispersion to solve practical problems.	A
4	Solve a range of problems using the techniques covered	E

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

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE	
1	1	Introduction to Statistics	15
		a) Meaning, Definition, Features, Importance, Application and limitations of statistics.,	
	2	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data	
	3	Classification and Tabulation, Presentation of data - Diagrams, Charts and Graphs.	
		MODULE TITLE	
2	1	Measures of Central Tendencies, Dispersion, Skewness & Kurtosis	15
	2	Meaning, measures of Central Tendency-	
	3	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	

	4	Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	5	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis	

	MODULE TITLE		
3	1	Time Series	15
	2	Meaning, Components of time series,	
		a) Calculation of Secular Trend-Moving Average method	
		b) odd and even period moving average and method of Least Squares,	
		c) Practical application of time series	

	MODULE TITLE		
4	1	Correlation & Regression	10
		a) Meaning, Definition and Use of Correlation, Covariance, Scatter diagram,	
	2	Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error.	
		a) Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression,	
		b)	
	3	Regression lines –X on Y, Yon X, Regression Equations and Regression Coefficients.	

	Teacher Specific Module	5
5	<i>Helps students to analyse data pertaining to key sectors of the economy with the use of time series, correlation, regression etc.</i>	

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma J K, “Business Statistics”, Pearson Education
6. S.C. Gupta & V.K. Kapoor. *Fundamental of Mathematical statistics*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	6
b)	Test Paper-2	6
c)	Assignment	9
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	9
Total		100