

SEMESTER 2nd
MAJOR COURSE

*VERTICAL: (MARKETING MANAGEMENT / FINANCIAL MANAGEMENT / HUMAN
RESOURCE MANAGEMENT / SUPPLY CHAIN MANAGEMENT)*

BST222J: BUSINESS STATISTICS (BUSINESS ADMINISTRATION - BBA2)

CREDITS: 4 + 2

Course Objective: The purpose of this paper is to inculcate an analytical ability among the students.

THEORY (4 CREDITS)

UNIT-I:

Statistics: Concept, functions and scope. Statistical methods and types; Nature and classification of data, Measures of central tendency: concept, features and computation of mean, median and mode. Measures of Dispersion: range, quartile deviation, mean deviation, variance and standard deviation; coefficient of variation. Skewness and Kurtosis.

UNIT-II:

Probability-Basic concepts, Probability estimation approaches; Addition and multiplication laws of probability-simple situation problems only; Conditional probability and Bayes' theorem; Probability Distribution: Binomial, Poisson and Normal distribution functions-Elementary characteristics and simple situation applications.

UNIT-III:

Correlation: Concept and uses; calculation methods –Karl Pearson's correlation coefficient – Spearman's Rank correlation and concurrent deviations-probable error. Regression analysis: Correlation vs Regression; Principle of least squares and regression lines; Regression Equation and estimation; properties of Regression Coefficients.

UNIT-IV:

Time series analysis: concept and its application in business decision making; Components and methods of measurement; trend and Seasonal Variations. Fitting of trend line; Index Number: Concept and its uses; Method of constructing index number.

TUTORIAL / PRACTICAL (2 CREDITS)

It will be done on the basis of Practical work, case studies & other assignments that will be provided by the concerned faculty in the class as regards to Data collection, Data Handling, editing, coding, classification, tabulation, Data Processing; Tabular, Diagrammatic and graphic presentation of data & use of computer (MS Excel).

Evaluation tutorials/ practical shall be done by the examiner(s) as per University norms/ notifications.

SUGGESTED READINGS:

1. Beri-Statistics for Management, Tata McGraw-Hill.
2. Chandran J S-Statistics for Business and Economics, Vikas
3. Sharma J K -Business Statistics, Pearson Education
4. Gupta C B-An Introduction to Statistical Methods Vikas
5. Levin Rubin-Statistics for Management Pearson, New Delhi.