

BHAGWAN MAHAVIR UNIVERSITY, SURAT
FY B.M.S (BACHELOR OF MANAGEMENT STUDIES)
1060205106 - BUSINESS STATISTICS - I

First Year B.M.S

Semester – I

Subject Name	Business Statistics – I
Subject Code	1060205106
Objectives	<ul style="list-style-type: none"> • Business Statistics is important for BMS students as they need to know "How much" Profit they would earn, Whether it is cumulative or No. business statistics helps the future managers to understand the correlation of different variables of his business.
Subject Outcome	<ul style="list-style-type: none"> • Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis • Critically evaluate the underlying assumptions of analysis tools • Discuss critically the uses and limitations of statistical analysis • Conduct basic statistical analysis of data
Course Duration	The course duration is of 40 sessions of 60 minutes each.
Teaching Methods	The course will use the following pedagogical tools: <ul style="list-style-type: none"> • Lectures • Chalk and Board.
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/ Assignments (Unit wise one)/ Class participation/ Attendance etc. External Assessment- (70 Marks)

Course Contents

	DESCRIPTIVE STATISTICS FOR UNIVARIATE DATA	25%
UNIT 1	1.1 Introduction to Statistics: Types of data, Data collection methods Census and Sample Survey 1.2 Presentation of data: Tabular (Frequency distribution) and Graphical (Frequency Curve, Ogives, Histogram) 1.3 Measures of Central Tendency: Arithmetic mean, median, mode, geometric mean-their properties and applications 1.4 Measures of Dispersion: Absolute Measures: Range, Quarterly, deviation, Standard deviation, Variance.	

UNIT 2	CORRELATION	15%
	2.1 Correlation: Definition, Meaning, Properties, Types, Importance, Correlation Coefficient, Karl Pearson's Product Moment Method and assumptions, Merits, demerits & its practical problems, Spearman's Rank Correlation, its uses, interpretation and practical examples, Partial correlation	
UNIT 3	REGRESSION	15%
	3.1 Meaning, Importance, Regression Line,	
	3.2 Regression Coefficients	
	3.3 Properties and uses 3.4 Equation & Practical Problems	
UNIT 4	TESTING OF HYPOTHESIS AND LEVEL OF SIGNIFICANCE	45%
	4.1 Introduction	
	4.2 Test of a statistical hypothesis	
	4.3 Large sample test	
	4.4 Confidence interval	
	4.5 Small sample test (t , F , Z-transformation , chi-square test , ANOVA	

Text Book:

1. Harikumar N.P., (2017-18), Fundamentals of Business Statistics, Himalaya Publication.

Reference Books:

1. Anderson, Sweeney, Williams, (2017), Statistics for Business and Economics [India Edition], CENGAGE Learning, E-book.
2. Black, Ken, (2013), Applied Business Statistics-Making Better Business Decisions [Seventh Edition], Wiley India Edition.
3. Business Statistics, B.S. Shah Prakashan (2019-20).
4. D.C., V.K. Kapoor Statistics [Theory, Methods & Applications] [Seventh Edition], New Delhi, Sultan Chand & Sons.
5. Gupta, S.P., (2017), Statistical Methods, 45th edition, New Delhi, S. Chand & Sons.

6. Levin, Richard & David Rubin, (2009), Statistics for Management, Seventh Edition, Delhi, Pearson Education.
7. T. N. Srivastava & Shailaja Rego, (2016), Statistics for Management, 3rd Edition, New Delhi, McGraw Hill Education.