

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: BBA (Information Technology Management)**  
**(3 Years)**  
**Semester: II**  
**Syllabus with effect from: DECEMBER 2018**

<b>Paper Code: UM02DBBI22</b>	<b>Total Credits: 3</b>
<b>Title Of Paper: Business Statistics</b>	

Unit	Description in Detail	Weightage
<b>1</b>	<b>Introduction to Statistics</b> Definition of statistics, scope of statistics, Types of data: Primary and Secondary data, Methods of collecting primary data (i) Questionnaire (ii) Interview. (Both without formulation) Construction of frequency and cumulative frequency and its examples.	<b>25%</b>
<b>2</b>	<b>Measures of central tendency and dispersion</b> <b>Measures of central tendency:</b> (i) Mean (ii) Median (iii) Mode (iv) Quartiles (all for grouped and ungrouped data). Combined mean. <b>Measures of Dispersion:</b> (i) Range (ii) Quartile Deviation (iii) Standard Deviation (all for grouped and ungrouped data) (iv) Coefficient of Variation (C.V).	<b>25%</b>
<b>3</b>	<b>Correlation and Regression</b> <b>Correlation</b> Introduction, Meaning, Definition of Correlation Types of correlation, Correlation coefficient & its properties (without proof) Methods of studying correlation (Examples based on only observations) Scattered Diagram Karl Pearson's product moment method Spearman's rank method <b>Regression</b> Introduction, Meaning, Definition of regression Regression coefficients and their Properties (without proof) Examples of regression Coefficient & regression lines (only for observations)	<b>25%</b>
<b>4</b>	<b>Probability</b> Only concept of probability & mathematical, statistical and Axiomatic definitions. Probability distribution: Binomial, Poisson and Normal and its properties with examples.	<b>25%</b>

**Basic Text & Reference Books:-**

- Levin & Rubin: Statistics for Management, Prentice Hall of India, New Delhi.
- R.P. Hooda: Statistics for Business and Economics, Macmillan, New Delhi.
- S. C. Gupta: fundamentals of Statistics, Himalaya Publishing House.