

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Information Technology Management)
(3 Years)
Semester: II
Syllabus with effect from: Nov./Dec., - 2019

Paper Code: UM02DBBI52	Total Credits: 3
Title Of Paper: Business Statistics	

Unit	Description in Detail	Weightage
1	Introduction to Statistics 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.	25%
2	Measures of central tendency and dispersion Measures of central tendency: (i) Mean (ii) Median (iii) Mode (iv) Quartiles (all for grouped and ungrouped data). Combined mean. Measures of Dispersion: (i) Range (ii) Quartile Deviation (iii) Standard Deviation (all for grouped and ungrouped data) (iv) Coefficient of Variation (C.V).	25%
3	Correlation and Regression Correlation 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 Regression Introduction, Meaning, Definition of regression Regression coefficients and their Properties (without proof) Examples of regression Coefficient & regression lines (only for observations)	25%
4	Probability Only concept of probability & mathematical, statistical and Axiomatic definitions. Probability distribution: Binomial, Poisson and Normal and its properties with examples.	25%

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.