Bachelor of Business Administration
BBA (ITM) - Semester-II

Course Code	UM02DBBI72	Title of the Course	Application of Statistics in Information Technology
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	1. Review the key Statistics concepts that students should be familiar with in order to solve quantitative problems. 2. To illustrate and teach students the statistical functions and formulas that facilitate the application.

Course Content		
Unit	Description	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 coefficients and their Properties (without proof) Examples of regression Coefficient & regression lines (only for observations)	25%
4.	**Statistical Quality Control** (SQC) (a) Meaning, Importance's and Principles of SQC (b) Charts for variables (Mean and Range chart) (c) Charts for Attributes (p, np & c charts)	25%
Teaching- Learning Methodology: (1) ICT Based Teaching Learning Approach (2) Blended Teaching Learning Approach for Calculation.		

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Viva(MCQ), Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Demonstrate the ability to use skills in Statistics and different practicing areas for formulating and tackling Statistics related problems and identifying and applying appropriate principles and methodologies to solve a wide range of problems associated with Statistics.
2.	Recognize the importance of statistical modeling and computing, and the role of approximation and mathematical approaches to analyze the real problems using various statistical tools.
3.	Plan and execute Statistical experiments or investigations, analyze and interpret data/information collected using appropriate methods, including the use of appropriate statistical software including programming languages, and report accurately the findings of the experiment/investigations.

Suggested References:

Sr. No.	References
1.	S C Gupta: Fundamentals of Statistics, Himalaya Publishing House
2.	R P Hooda: Statistics for Business and Economics, Mac Million Publication, New Delhi
3.	Levin & Rubin: Statistics for Management, Prentice Hall of India, New Delhi.

E references:

1. https://www.dcpehvpm.org/E-Content/Stat/FUNDAMENTAL.MATHEMATICAL.STATISTICS-S.C.GUPTA&KAPOOR.pdf
2. https://civildatas.com/download/fundamentals-of-mathematical-statistics-by-s-c-gupta
3. https://www.learncbse.in/statistics-for-economics-class-11-notes-chapter-5/
4. https://byjus.com/commerce/measures-of-central-tendency-arithmetic-mean/

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