

KU1DSCBBA102: BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA102	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T+10 P	50 T+15 P	100	1.5

Course Description: Business Statistics provides students with crucial skills to analyse and interpret data, helping them identify business patterns, make well-informed decisions, and tackle real-world challenges with precision.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Comprehend the foundational principles of statistics and explore its relevance and applications in various disciplines.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Explores essential measures of central tendency, such as the mean, median, mode, and geometric mean, which are used to identify the central or typical value within a data set.	A
4	Focuses on dispersion measures such as range, quartile deviation, and standard deviation, as well as skewness, which assess the spread and asymmetry of the data.	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1	MODULE TITLE: Introduction to Statistics		10
	1	Meaning, Definition, Features, Importance & Scope	
	2	Application and Limitations of Statistics.	

2	MODULE TITLE: Data Collection & Presentation Techniques		15
	3	Methods of Data Collection, Primary and Secondary Data, Census Method, Sampling Method, Editing, Coding.	
	4	Classification, Tabulation, Presentation of data - Diagrams, Charts and Graphs.	

3	MODULE TITLE: Measures of Central Tendencies		15
	5	Arithmetic Mean, Weighted Arithmetic Mean, median, mode (Theory & Problems)	
	6	Geometric Mean and Harmonic Mean (Theory & Problems).	

		Properties of Averages, Positional Averages-Quartiles, Deciles and Percentiles.(Theory & Simple Problems).	
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4	MODULE TITLE: Measures of Dispersion & Skewness		15
	7	Meaning, Properties of dispersion, Range, Quartile Deviation, Mean Deviation from Mean and Median (Theory & Problems)	
	8	Standard Deviation and Coefficient of Variation (Theory & Problems). Skewness- Meaning, Types, Difference between Skewness & Dispersion. (Only Theory). Concept of Kurtosis- Meaning, Types, Difference between Skewness and Kurtosis. (Only theory).	

5			
		Teacher Specific Module	5
		Directions: This module equips students with foundational knowledge in statistics, covering topics such as central tendency (mean, median, mode, and geometric mean), measures of dispersion (range, quartile deviation, standard deviation), data collection methods, and presentation techniques. Through practical exercises and real-world applications, students will learn how to collect, analyze, and interpret data, presenting their findings using various visual tools like charts and graphs.	

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House

5. Sharma J K, “Business Statistics”, Pearson Education
6. S.C. Gupta & V.K. Kapoor. Fundamental of Mathematical statistics

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Test Paper (Practicum)		15 (P)
Continuous Evaluation		25
Presentation /Case Study		10 (P)
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100