Program	Master of Business Administration (MBA)	**Semester - 1**
Type of Course	-	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

***SEE** - Semester End Examination, **T** - Internal Theory, **P** - Internal Practical*

Course Content

T - Teaching Hours | **W** - Weightage

Sr.	Topics	T	W
1	**Introduction to Business Statistics:** Meaning and Definition, functions, scope and limitations, Collection and presentation of data, frequency distribution, measures of central tendency - Mean, Median, Mode Charts and Graphs. Measures of dispersion: Range – Quartile Deviation – Mean Deviation -Standard Deviation – Variance-Coefficient of Variance - Comparison of various measures of Dispersion.	15	25
2	**Correlation and Regression** Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regressions (problems on simple regression only).	15	25
3	**Probability Distribution** Concept and definition - Rules of probability –Random variables – Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem (No derivation) (Problems only on Binomial, Poisson and Normal).	15	25
4	**Hypothesis Testing** Types, characteristics, source, formulation of hypotheses, errors in hypotheses. Parametric and Non-Parametric Tests- t-test, z-test, f-test, (problems on all tests). Normality and reliability of hypothesis. Statistical analysis- ANOVA-one-way.	15	25
	Total	60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Understanding	Application	Analyze	Evaluate
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

At the end of this course, students will be able to:	
CO1	Understand the foundational concepts of statistics
CO2	Apply methods of organizing and presenting data using statistical tools such as frequency tables, graphs, and charts
CO3	Apply probability concepts and theoretical probability distributions (Binomial, Poisson, and Normal) to model uncertainty and solve business-related statistical problems.
CO4	Analyze and interpret linear correlation using Karl Pearson's and Spearman's coefficients

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	3
PO - 2	2	2	2	2
PO - 3	1	0	1	0
PO - 4	0	2	2	0
PO - 5	1	1	1	1

Reference Books

1.	**Business Statistics for Contemporary Decision making (TextBook)** By Ken Black | Wiley | Latest Edition
2.	**Business Statistics: communicating with numbers** By Sanjiv Jaggia, Alison Kelly | McGraw Hill | Latest Edition
3.	**Statistics for Management** By Richard I. Levin, David S. Rubin | Pearson | Latest Edition