Programme Name: MMS

Semester: I

Name of the subject: Business Statistics

Maximum marks: 100

No. of Sessions: 14

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Weblink:

Learning Objectives:
1 To know statistical techniques
2 To understand different statistical tools
3 To understand importance of decision support provided by analysis techniques
4 To appreciate and apply it in business situations using caselets, modeling, cases and projects
5 To understand Managerial applications of Statistics

Reference Books:

Business Statistics, C Beri, Mc Graw Hill
Statistical Methods, S. P. Gupta, Sultan Chand & Sons

Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Revision of Data Representation	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Learner will be able to apply these basic concepts in business situations, Analyse charts graphs to analyse business situations	MCQ, Numerical solving
2	Central Tendency	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Analysis	MCQ, Numerical solving with excel
3	Dispersion	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Analyse charts graphs to analyse business situations	Numerical solving with excel
4	Kurtosis and Skewness	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Analyse charts graphs to analyse business situations	MCQ, Numerical solving
5	Probability- Axioms, Addition and Multiplication rule, Types of probability, Independence of events, probability tree, Bayes' Theorem	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Understand the un-certainty in business situations as probability	Short cases
6	Concept of Random variable, Probability distribution, Expected value and variance of random variable, conditional	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Understand decision under risk, use of conditional expec-tation as basis	Assignment

			for comparison	
	expectation, Classical News Paper boys problem(EMV, EVPI)			
7	Probability distributions Binomial, Poisson, Normal	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Use of distributions in Quality control, Six sigma and process control	Short Test, caselets
8	Sampling distribution	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Importance of Central limit theorem	Quiz, caselets
9	Estimation- Point estimation , Interval estimation	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons	Understand Confidence interval as way of hypothesis testing	Assignment
10	Hypothesis testing- students t,	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel/SPSS	Use in research	Case, quiz
11	Chi square, Z	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Use in reserch	Case
12	Analysis of variance- one way, two way	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Use in research	Case
13	Correlation Analysis and significance	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Understand Model building	Short Test, problem solving using excel
14	Regression Analysis and significance	Business Statistics, C Beri, Mc Graw Hill Statistical Methods, S. P. Gupta, Sultan Chand & Sons Use of Microsoft Excel	Understand Model building	Short Test, problem solving using excel

Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

2. Practical Approach   : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Academic Projects	Statistical tools	Research	https://pdfs.semanticscholar.org/a9fb/580a2c961c4921709dd5d7425a12a7c3fc64.pdf
2	Business Quiz	Distribution, sampling	Concept Clarity	Cliff notes website https://www.cliffsnotes.com/study-guides/basic-math/basic-math-and-pre-algebra/probabilities-and-statistics/quiz-statistics
3	Videos	Probability, Sampling distribution, chi square test	Better understanding of concept	Youtube https://www.youtube.com/watch?v=JRWkYXKg950
4	Use of Softwares and Labs	Correlation, regression	Research	Microsoft excel

Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Two class test	20
Project/Presentation	Students will be provided with structured questionnaire and they have to analyze the respondents based on the objectives with the help of statistical tools	10
Participation/ Assignment	Quiz	5
Others	Attendance	5

Signature of Faculty   **Signature of the Co-ordinator**