SYLLABUS PLAN 2021-22

BBA- 122 (2nd SEM)

SUBJECT- BUSINESS STATISTICS

SR.NO.	TOPICS	TEACHING POINTS	SPECIFIC OBJECTIVES	METHOD APPROACHES AND TECHNIQUES	RESOURCES AND LINKS
UNIT-I	Statistics	Definition, Functions, Scope, Usage and Limitations of Statistics	To impart the students about the basic knowledge of statistics.	Discussion, Lecture method, PPT's, Assignment, Practicals	Gupta S.P. - Statistical Methods Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
	Measures of Central Tendency	Types of Averages- Arithmetic Mean (Simple and Weighted), Median and Mode, Harmonic and Geometric Mean.			
	Measures of Dispersion	Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation.			
	Correlation Analysis	Meaning, Types, Measurement of Simple Linear Correlation, Karl Persons			

	Regression Analysis	Correlation Coefficient Method, Rank Correlation Method (Excluding multiple correlations). Simple Linear Regression, Why there are two Regression Lines, Estimation of Coefficient (Intercept and Slope Parameters), Properties of Regression Coefficient			
UNIT-II	Measures of Dispersion Index Numbers	Skewness and Kurtosis Meaning and Importance, Methods of Construction of Index Numbers: Weighted and Unweighted; Simple Aggregative Method, Simple Average of Price Relatives Method, Weighted Index Method: Laspeyres Method, Paasches Method and Fisher's Ideal Method including Time and Factor Reversal Tests, Consumer Price Index.	To impart the students about the basic knowledge of statistics.	Discussion, Lecture method, PPT's, Assignment, Practicals	Gupta S.P. - Statistical Methods Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods

	Time Series Analysis	Components, Estimation of Trends (Graphical Method, Semi Average Method, Moving Averages Method and Method of Least Squares), Seasonal Variation.			

Questions:

1. What are properties of good measure of dispersion?
2. Calculations of various means with practical problems.
3. Calculation of various variations with practical examples.
4. Correlation and its various types.
5. Regression and its various types.
6. Consumer Price Index
7. Correlation versus regression
8. Define normal distribution. What are the properties and importance of normal distribution?