

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
250E3A	BUSINESS STATISTICS	Generic Elective	Y	-	-	-	3	4	25	75	100
Learning Objectives											
CLO1	Apply the Measures of Central Tendency in business										
CLO2	Understanding the Measures of Variation										
CLO3	Analyze of Time Series										
CLO4	Understand Index Numbers and Statistical quality control										
CLO5	Testing of hypothesis										
UNIT	Details							No. of Hours	Learning Objectives		
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams- Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.							12	CLO1		
II	Measures of Variation – Standard Deviation –Mean deviation – Quartile deviation- Skewness and kurtosis – Lorenz Curve –Simple Correlation – Scatter Diagram – Karl Pearson’s Correlation – Rank Correlation – Regression.							12	CLO2		
III	Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations							12	CLO3		
IV	Index Numbers – Consumer Price Index – And Cost of Living Indices.							12	CLO4		
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.							12	CLO5		
								60			

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Course Outcomes		
Course Outcomes	On Completion of the course the students will	Program Outcomes
CO1	Measures of Central Tendency	PO1,PO2,PO4,PO6
CO2	Measures of Variation	PO1,PO2,PO6
CO3	Analyze of Time Series	PO1,PO2,PO6
CO4	Understand Index Numbers	PO1,PO2,PO6
CO5	Test Hypothesis	PO2,PO8
Reading List		
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai,2004.	
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, NewDelhi,2007.	
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, NewDelhi,2007.	
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi,2007.	
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill	
References Books		
1.	David M.Levine, David F.Stephanetal. Business Statistics : A first Course, 7 th edition	
2.	Dina NathPandit, Statistics: A Modern Approach , Hindustan Publishing Corporation	
3.	HazarikaPadmalochan,A textbook of Business Statistics , S.Chand Publications	
4.	Vohra ND, Business Statistics: Text and Problems – With Introduction to Business Analytics, McGraw Hill ,2021	
5.	Alexander Holmes, Barbara Illowsky and Susan Dean, Introductory Business Statistics , 12 th Media Services, 2017	
Web Resources		
1	https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/	
2	https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf	
3	http://www.statisticshowto.com	
4	https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/	
5	https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminars	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	S	S	M	S	S	S	M	S
CO2	S	S	M	M	M	S	M	S
CO3	S	S	M	M	S	S	M	S
CO4	S	S	M	M	M	S	M	S
CO5	S	S	M	S	S	S	M	S

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CO-PO Mapping (Course Articulation Matrix)

Level of Correlation between PSO's and CO's

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3
CO2	3	3	3	3	3
CO3	3	3	3	3	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3
Weightage	15	15	15	15	15
Weighted percentage of Course Contribution to PO's	3.0	3.0	3.0	3.0	3.0