

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		Business Statistics - I
Course Code Number		MGT 322
Year/Semester		I/II
Credit Hours		03
Course Objectives:		
Main Objective		This course is designed to familiarize students with the scope and application of statistical analysis. It focuses on the application of data analytic, quantitative tools in business decisions.
Enabling Objectives		<p>After completion of all the learning units of the course, participants will be able to:</p> <ul style="list-style-type: none"> • Disseminate the Knowledge of descriptive as well as some Inferential Statistical tools focusing in Business and Management decision making problems. • Explain the concepts and statistical techniques used to analyze business data. • Use the essential tools of applied statistics, including data analysis, basic probability, probability models (distributions), sampling theory, point and confidence interval estimation, hypothesis testing, analysis of variance, linear regression and correlation, and multiple regression. • Apply statistical methodology properly in their future academic and professional careers. • Use statistical analysis as decision support in all areas of business; customer service, production operations management, and quality control
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 3	Introduction to Statistics History and Development of Statistics, Definitions of Statistics, Fundamental Elements of Statistical Analysis, Scope and Laminations of Statistics, Misuse of Statistics.
LU 2	LH 4	Measurement and Scales Nominal, Ordinal, Interval and Ratio Scales, Variable, Types of Variable: Quantitative and Categorical Variables; Discrete and Continuous Variables.
LU 3	LH 3	Data Sources Primary and Secondary Sources of Data, Procedures of Collecting Primary Data, Measure Sources of Secondary Data, Data Quality, Editing and Coding of the Data.
LU 4	LH 3	Presentation of Data Tabulation, Graph of Frequency Distribution, Histogram, Frequency polygon, Frequency Curves, Graph of Times Series Data, Stem and Leaf Display, Pie- Chart.

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LU 5	LH 8	Summary Measures Measures of Central Tendency : Mean, Median, Quartiles, Mode Measures of Variation : Rang, Inter – Quartile Range, Standard Deviation, Coefficient of Variation, Shape of The Distribution Skewness and Kurtosis and Kurtosis Using Moments, Exploring Data Analysis : Box and Whisker Plots, Five Number Summary .
LU 6	LH 5	Probability Concept of Probability , Approaches of Probability, Additive Law of Probability, Multiplicative Law of Probability, Marginal and Joint Probabilities, Baye’s Theorem and Their Applications.
LU 7	LH 3	Random Variables Discrete and Continuous Random Variables, Mathematical Expectations for Discrete and Continuous Variables.
LU 8	LH 6	Discrete and Continuous Probability Distributions Binomial and Poisson distribution, Normal Distribution and Their Applications
LU 9	LH 4	Estimation Basic Concept of Sampling: Population, Sampling Frame, Census and Sample Survey, Concept of Statistic and Parameter, Point Estimates and Interval Estimates
LU 10	LH 9	Testing of Hypothesis Detail Concepts of Testing of Hypothesis, Types of Errors in Testing of Hypothesis, P- value Approach in Taking Decision and Interpretations, Comparison of Two means, Two Proportions and Chi- square Test for Testing the Independence of Attributes
References		1. Levine M.DavidKrehbiel C. Timothy; Brenson L. Mark and Viswanathan, P.K. Business Statistics A First Course, Pearson Education, Latest Edition 2. Vohra N.D; (2009) Quantitative Techniques in Management, 4 th Edition, M C Graw Hill Education. 3. Vishwa Nathan, P.K. (2008) Business Statistics & Applied Orientation, 1 st Edition; Pearson Education.

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination