

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSA03

ALLIED-III: BUSINESS STATISTICS

CREDITS:5

III SEM/II YEAR

Learning Objectives :

1. To familiarize students statistics and its role in business
2. To know the statistical tools and its usage for business.

UNIT 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.

UNIT 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.

UNIT III

Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations

UNIT IV

Index Numbers – Consumer Price Index – And Cost Of Living Indices- Statistical quality control

UNIT V

Sampling procedures - simple, stratified and systematic.

Reference Books:

1. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Business Statistics & OR - Dr. S.P. Rajagopalan, Tata McGraw Hill