

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF BUSINESS ADMINISTRATION

MBA; MBA (General Management); MBA (Business Management)

COMMON COURSE STRUCTURE

Course Code	STATISTICS FOR MANAGERS	L	T	P	C
21E00105		4	0	0	4
	Semester	I			
Course Objectives:					
<ul style="list-style-type: none"> To explain descriptive statistics and inferential statistics To introduce various measurements used to describe the data and interpret the results of the data analysis. To describe the concept of probability, theorems, and types of probability distributions of data. To impart the computational, analytical and interpretation skills using the data 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand statistical techniques popularly used to describe the data in managerial decision making. Know the procedure involved in inferential statistics and appropriate tests for given data. Learn the computational skill, interpretation of results of the data analysis. Analyse and differentiate various types of data distribution and its probability distribution. 					
UNIT - I		Lecture Hrs: 12			
Introduction of statistics – Nature & Significance of Statistics to Business, Measures of Central Tendency: Mean – Median – Mode ; Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation.					
UNIT - II		Lecture Hrs: 12			
Correlation & Regression : Introduction, Significance and types of correlation – Measures of correlation – Co-efficient of correlation. Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Properties of regression coefficients-Rank Correlation.					
UNIT - III		Lecture Hrs:12			
Probability – Meaning and definition of probability – Significance of probability in business application – Theory of probability: Addition and multiplication – Binomial distribution– Poisson distribution – Normal distribution.					
UNIT - IV		Lecture Hrs:12			
Testing of Hypothesis- Hypothesis testing: One sample and Two sample tests for means and proportions of large samples (z-test), One sample and Two sample tests for means of small samples (t-test), ANOVA Test : One-way and two way ANOVA .					
UNIT - V		Lecture Hrs: 08			
Non-Parametric Methods: Importance of Non-Parametric method – difference between parametric and non-parametric methods; Chi-square test : Test of Goodness of fit - test for Independence of Attributes; Sign test: One sample and paired samples data.					
Textbooks:					
<ol style="list-style-type: none"> Statistical Methods, Gupta S.P., S.Chand.Publications Business Statistics, J.K.Sharma, Vikas house publications house Pvt Ltd 					
Reference Books:					
<ol style="list-style-type: none"> Statistics for Management, Richard I Levin, David S.Rubin, Pearson, Complete Business Statistics, Amir D. Aezel, Jayavel, TMH, Statistics for Management, P.N.Arora, S.Arora, S.Chand Statistics for Management ,Lerin, Pearson Company, New Delhi. Business Statistics for Contemporary decision making, Black Ken, New age publishers. Business Statistics, Gupta S.C & Indra Gupta, Himalaya Publishing House, Mumbai 					
Online Learning Resources:					
https://onlinecourses.swayam2.ac.in/cec20_mg13/preview https://onlinecourses.nptel.ac.in/noc20_mg23/preview https://iimbx.iimb.ac.in/statistics-for-business-i/					