

Subject Title	Paper DSC 302: BUSINESS STATISTICS –I		
Class/Group	B. Com (CA) and B. Com (Business Analytics) (CBCS)	Semester	III
Paper: DSC 302			Max. Marks: 70EE+30IE=100
PPW: 5 Hrs.			Exam Duration: 3Hrs

COURSE OUTCOMES DSC-302-Business Statistics-I, 5 Credits	
CO 1	To inculcate analytical ability of business statistics
CO 2	To inculcate computational ability business statics
CO 3	To understand diagrammatic and graphic presentation of data
CO 4	To analyze the Measures of Dispersion Range Quartile Deviation, Mean Deviation Standard Deviation Coefficient of Variation, Skewness
CO 5	understand the Correlation and Causation Methods Scatter Diagram Karl Person's Coefficient of Correlation

Objective: to inculcate analytical and computational ability among the students.

UNITS	CONTENTS
I	INTRODUCTION: Origin and Development of Statistics – Definition - Importance and Scope - Limitations of Statistics - Distrust of Statistics. Statistical Investigation: Planning of statistical investigation - Census and Sampling methods - Collection of primary and secondary data - Statistical errors and approximation - classification and Tabulation of data - Frequency distribution.
II	DIAGRAMMATIC AND GRAPHIC PRESENTATION: Diagrammatic presentation: One Dimensional and Two-Dimensional Diagrams – Pictograms – Cartograms Graphic presentation: Technique of Construction of Graphs - Graphs of Frequency Distribution - Graphs of Time Series or Histograms.
III	MEASURES OF CENTRAL TENDENCY: Introduction –Significance -Arithmetic Mean- Geometric Mean - Harmonic Mean - Mode – Median - Quartiles and Percentiles - Simple and Weighted Averages - Uses and Limitations of different Averages.
IV	MEASURES OF DISPERSION, SKEWNESS AND KURTOSIS: Measures of Dispersion: Significance - Characteristics - Absolute and Relative Measures - Range- Quartile Deviation - Mean Deviation- Standard Deviation - Coefficient of Variation. Measures of Skewness - Karl Pearson’s Coefficient of Skewness - Bowley’s Coefficient of Skewness - Kelly’s Measure of Skewness – Kurtosis: Mesokurtosis, Platy kurtosis and Leptokurtosis.
V	CORRELATION: Meaning -Types - Correlation and Causation – Methods: Scatter Diagram - Karl Person's Coefficient of Correlation - Probable Error and Interpretation of Coefficient of Correlation - Rank Correlation - Concurrent Deviation Method.
Reference	Text Books & Reference Books 1. Statistics for Management: Levin & Rubin, Pearson 2. Fundamentals of Statistics: Gupta S.C, Himalaya 3. Statistics: E. Narayanan Nadar, PHI Learning 4. Business Statistics –I: Dr. Obul Reddy, Dr. D. Shridevi - PBP 5. Business Statistics: Dr. J. K. Thukral, Taxmann Publications 6. Business Statistics: K. Alagar, Tata McGraw Hill 7. Fundamentals of Statistical: S. P Gupta, Sultan Chand 8. Business Statistics: J. K. Sharma, Vikas Publishers 9. Business Statistics: S. L Aggarwal, S. L. Bhardwaj, Kalyani Publications 10. Statistics-Problems and Solutions: Kapoor V.K, S. Chand