Bridge Course

Bachelors of Management Studies

Syllabus for Business Statistics/ Applied Statistics from AY 23-24

The Bridge Course on Business Statistics or Applied Statistics serves as a foundational learning experience aimed at familiarizing students with statistical principles and their practical application in the business realm. This specialized course acts as a connection, bridging theoretical statistical concepts with their real-world use in various business scenarios.

Objectives:

1. **Statistical Competence:** The primary goal is to enhance students' comfort and competence in dealing with statistical concepts, ensuring they can navigate the quantitative aspects of business operations.

2. **Real-world Application:** The course aims to illustrate how statistical theories are practically applied in business decision-making, market analysis, and other critical areas within the corporate environment.

3. **Problem-Solving Skills:** Through interactive exercises, the course emphasizes the development of problem-solving abilities, focusing on how statistical methods can be employed to address common challenges encountered in business settings.

Learning Outcomes:

1. **Statistical Proficiency:** Participants will gain increased confidence in their ability to analyze and interpret statistical data, equipping them with essential skills for making informed business decisions.

2. **Application in Business Decision-Making:** Students will develop a practical understanding of how statistical methods are used in various aspects of business, such as forecasting, quality control, and market research.

3. **Enhanced Problem-Solving Abilities:** The course aims to sharpen students' problem-solving skills, encouraging them to use statistical techniques to address complex business challenges effectively.

4. **Clear Communication of Statistical Insights:** Participants will learn to communicate statistical findings clearly, facilitating collaboration and effective communication within a business context.

Topics	No of lectures
Correlation Analysis: Meaning, Data: Relevance of Data (Current Scenario), Type of data (Primary & Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary (Merits, Limitations, Sources) (In Brief)	**01**
Measures of Central Tendency: Mean (A.M, Weighted, Combined), Median (Calculation and graphical using Ogives), Mode (Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency	**01**
Regression Analysis: Measures of Dispersion: Range with C.R(Coefficient Of Range), Quartiles & Quartile deviation with CQ (Coefficient Of Quartile), Mean Deviation from mean with CMD (Coefficient Of Mean Deviation), Standard deviation with CV (Coefficient Of Variance), Skewness & Kurtosis (Only concept)	**01**
Time Series: Least Square Method, Moving Average Method, Determination of Season	**02**
Total no of lectures	**05**