DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
UTTAR PRADESH, LUCKNOW

Evaluation Scheme & Syllabus

MBA
(Common)

First Year

AS PER
AICTE MODEL CURRICULUM
& NEP 2020

(Effective from the Session: 2024-25)

MBA 1st Year Course Structure in accordance with AICTE Model Curriculum & NEP 2020 Effective w.e.f. Academic Session 2024-25

Semester I

S. No.	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	BMB 101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	20	10	0	30	70	0	100	3
2	BMB 102	MANAGERIAL ECONOMICS	4	0	0	20	10	0	30	70	0	100	3
3	BMB 103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	20	10	0	30	70	0	100	3
4	BMB 104	BUSINESS STATISTICS & ANALYTICS	3	1	0	20	10	0	30	70	0	100	3
5	BMB 105	MARKETING MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
6	BMB 106	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	2	0	0	20	10	0	30	70		100	2
7	BMB 107	BUSINESS COMMUNICATION	3	1	0	20	10	0	30	70	0	100	3
8	BMB 151	IT SKILLS-1	0	0	3	20	10	0	30	-	70	100	3
9	BMB 152	MINI PROJECT -1	0	0	3	20	10	0	30	0	70	100	3
10	BVC 151	SPORTS & YOGA *	0	0	3	0	100	0	100	0	0	100	0
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- **Qualifying but Non Credit Course**

BUSINESS STATISTICS & ANALYTICS

BMB 104

Course Credit: 3 **Contact Hours: 40 hours**

Course Objectives

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
3. Understand the concept of Probability and its usage in various business applications.
4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

Unit I (10 Sessions): Descriptive Statistics

Meaning, Scope, types, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

Unit II (8 Sessions):Time Series & Index Number

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Index Numbers:- Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

Unit III (6 Sessions): Correlation & Regression Analysis

Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

Unit IV (8 Sessions): Probability Thoery & Distribution

Probability: Theory of Probability, Addition and Multiplication Law, Baye's Theorem

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions. Introduction to bivariate and multivariate data analysis(Cluster and Factor analysis)

Unit V (8 Sessions) *Hypothesis Testing& Business Analytics*

Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

Concept of Business Analytics- Meaning types and application of Business Analytics, Use of Spread Sheet to

anlayze data-Descriptive analytics and Predictive analytics.

Course Outcome:

Course Outcome	Blooms Taxonomy
CO1. Gaining Knowledge of basic concept / Fundamentals of business statistics.	• Knowledge (K 2)
CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	• Remembering (K1) • Applying (K 4)
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions	• Comprehending (K 3) • Applying (K 4)
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	• Analyzing (K 5) • Synthesizing (K6)
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	• Evaluating (K7) • Applying (K 4)

Suggested Readings

1. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. Chandrasekaran & Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
3. Davis , Pecar – Business Statistics using Excel, Oxford
4. Ken Black – Business Statistics, 5th ed., Wiley India
5. Levin and Rubin – statistics for Management, 7th ed., Pearson
6. Lind, Marchal, Wathen – Staistical techniques in business and economics, 13th ed, McGrawHill
7. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
8. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
9. Walpole – Probability and Statistics for Scientists and Engineers, 8th ed., Pearson