



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Vocation

Level: Under Graduate

Course / Subject Code: BV02000021

Course / Subject Name: Business Statistics

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course

Prerequisite:	UG Course
Rationale:	The goal of this course is to familiarize B.Voc students with the fundamentals of business statistics. It helps students improve their crucial analytical and decision-making skills. This subject enables students to interpret data effectively and make informed business decisions.

Course Outcome:

After Completion of the Course, Student will be able to:

No	Course Outcomes	RBT Level
01	Remember the fundamental concepts and formulas of various statistical methods	Remember
02	Understand the graphical as well as tabular presentation of quantitative data and measurement of central tendency	Understanding
03	Apply different methods of correlation and regression in various businesses situations for decision making	Apply
04	Analyze various circumstances of business and economy through Index number	Analyze

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	50	0	0	0	50

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1	Unit 1: Introduction to Business Statistics Introduction to Statistics - Overview – Definition, Functions, Scopes & Limitations. Types of Data - Primary and Secondary Data, Organization of Data - Frequency Tables and Frequency	14	30%



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	Distribution, Presentation of Data - Bar Graph, Pie-Chart, Line Graph, Histograms & Frequency Polygons.		
2.	Unit 2: Measurement of Central Tendency & Dispersion Measurement of Central Tendency- Arithmetic Mean, Median, Mode, Percentile and Quartile (for Ungrouped and Grouped Data). Measures of Dispersion – Concept of Dispersion, Absolute and Relative measure of Dispersion, Range, Variance, Standard Deviation, Coefficient of Variation and Basic Concept of Skewness & Kurtosis.	14	35%
3.	Unit 3: Linear Correlation, Regression & Index Numbers Correlation - Meaning, Definition, Scatter Plot Diagram of Correlation, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation Coefficient. Simple Linear Regression - Lines of Regression, Concepts and uses of index numbers - Construction of Index Numbers: Laspeyres, Paasche, and Fisher's Ideal Index, Cost of Living Index number.	17	35%
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
15	35	30	20	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Business Statistics	J. K. Sharma	Vikas Publication House Pvt. Ltd. (Latest Edition)
2	Fundamental of Statistics	Gupta	S. Chand & Sons (Latest Edition)
3	Statistics (Theory, Methods & Applications)	Sancheti & Kapoor	S. Chand & Sons (Latest Edition)
4	Statistics for Managers	Levine, Stephan & Szabat	Pearson Publication House (Latest Edition)

Note: wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

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