

2.3.2 Basic information of each course/module (Provide information where applicable in Table 3.)

Table 3: Summary of information on each course/module

1.	Name of Course/Module: Business Statistics					
2.	Course Code: BBA 1033					
3.	Name(s) of academic staff: Dr. P. Sellappan					
4.	Rationale: Use statistics techniques in business decision making.					
5.	Semester and Year offered: Year 1, Semester 2					
6.	Total Student Learning Time (SLT)	Face to Face				Total Guided and Independent Learning
	L = Lecture T = Tutorial P = Practical O = Others	L	T	P	O	40 + 80 = 120
		26	14	0	0	
7.	Credit Value: 4 credit hours					
8.	Prerequisite (if any): None					
9.	<p>Objectives:</p> <ul style="list-style-type: none"> <li>To apply principles of statistics in business decision making.</li> <li>To gain skills in collecting, organizing, describing and presenting business data</li> <li>To gain knowledge on various statistical techniques</li> <li>To be able to analyse and interpret business data.</li> </ul>					
10.	<p>Learning outcomes:</p> <p>At the end of the semester the students will be able to:</p> <ul style="list-style-type: none"> <li>Apply the principles of statistics in business decision making</li> <li>Collect, organize, describe and presenting business data</li> <li>Apply various statistical techniques</li> <li>Analyse and interpret business data.</li> </ul>					
11.	<p>Transferable Skills:</p> <p>Students will be able to use appropriate statistics techniques to analyse and interpret business data.</p>					
12.	<p>Teaching-learning and assessment strategy</p> <p>Class participation, assignments, tests and exams.</p>					
13.	<p>Synopsis: The course exposes students to collecting, organizing, analysing and interpreting business data.</p>					
14.	Mode of Delivery: Lectures/Tutorial/Seminars/Class Activities					
15.	<p>Assessment Methods and Types:</p> <ul style="list-style-type: none"> <li>Class participation 10%</li> <li>Assignments 30%</li> <li>Mid-term test 10%</li> <li>Final Exam 50%</li> </ul>					

16.	Mapping of the course/module to the Programme Aims See attached							
17.	Mapping of the course/module to the Programme Learning Outcomes: See attached							
18.	Content outline of the course/module and the SLT per topic:							
		Delivery				GL	NGL	SLT
	Topics	L	T	P	O	Hour	Hour	
	1. Role of statistics in business decision making - Business decision making - Statistical techniques - Statistical tools	2	1			3	64	9
	2. Population and samples - Parameters vs. statistics - Making inferences - Sampling techniques - Central limit theorem - Parametric and non-parametric tests	2	1			3	6	9
	3. Data collection, organization, description and presentation - Sample size - Measures of central tendency (mean, median, etc) - Measures of variation (standard deviation, variance, etc.)	3	2			5	10	15
	4. Introduction to probability - Discrete and continuous probability distributions - Common distributions (Binomial, Poisson, Normal, Chi-square, t- and F-distributions)	2	1			3	6	9
	5. Hypothesis testing - Formulating hypothesis - Type 1 & 2 errors - Testing single means - Testing equality of means - Testing equality of variances	3	1			3	6	9

	6. Correlation analysis - Simple correlation - Pearson correlation coefficient - Testing significance of correlation	2	1			3	6	9
	7. Regression analysis - Least square method - Simple and multiple regression - Analysing and interpreting regression outputs - Testing significance of regression	3	2			5	10	15
	8. Time-series - Time as independent variable - Forecasting	2	1			3	6	9
	9. Index Numbers - Simple and composite index - Price, quantity and value index - Base and current period - Paasche index - Laspeyres index -	2	1			3	6	9
	10. Non-parametric tests - Chi square - Pearson's rank test - Mann-Whitney U-test - Wilcoxon Signed Rank Test	3	2			5	10	15
	11. Using Excel to perform data analysis	2	1			3	6	9
	<b>Sub-Total Learning Hours</b>	<b>26</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>80</b>	<b>120</b>
	<b>TOTAL STUDENT LEARNING TIME (SLT)</b>	<b>120</b>						
18.	Main references: 1. Mark Berenson et al. <i>Basic Business Statistics</i> , Pearson, 2011. 2. Ronald M. Weiers, <i>Introduction to Business Statistics</i> , Cengage, 2011. 3. Leonard Kazmier, <i>Business Statistics</i> , Schaum Series, 2009.							
19.	Other additional information: Nil							

