

Semester -Second

201: Business Statistics

Unit I

Statistics: Introduction, Meaning, Definition, Use in Business, Limitations, Data Collection: Primary and Secondary Data, Data collection Methods, Frequency Distribution and Tabulation of Data.

Statistical Averages : Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Partition Values, Relationship between averages.

UNIT II

Measures of Dispersion: Ranges, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of variation, Lorenz curve.

Skewness: Karl Pearson's and Bowley's Measures.

UNIT III

Correlation Analysis : Meaning, Uses, Types, Methods of determining Correlation Coefficient of Determination and Non- Determination, Probable and Standard Error.

Regression Analysis: Meaning, Uses, Types, Methods, Standard Error of Estimate.

Unit IV

Analysis of Time Series: Meaning, Definition, and Importance, Causes of Variations in Time Series Data; Components of a Time Series; Decomposition –Additive and Multiplicative models; Measurement of Trends, Measurement of Seasonal Variations.

Association of Attributes: Two attributes only

Unit V

Index Number : Concept, Utility, Methods of Construction -Aggregative, Price Relative & Chain Base Methods, Cost of Living Index Number, Requisites of an Ideal Index Number, Test of Adequacy, Base Shifting, Splicing & Deflating.

Interpolation and Extrapolation: Binomial, Newton and Lagrange

Suggested Readings:

1. Bhanawat Shurveer S., Business Statistics, R.B.D. Publication, Jaipur-New Delhi.
(Hindi & English)
2. Gupta S. P.: Statistical Methods, Sultan Chand & Sons, N. Delhi.

3. Gupta S. C. and Gupta Indira: Business Statistics, Himalaya Publishing House, Mumbai.
4. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley and Sons, New York.
5. Hooda, R.P.: Statistics for Business and Economics; Macmillan, New Delhi.
6. Lewin and Rubin: Statistics for Management; Prentice-Hall, New York.
7. Nagar, K.N.: Statistics for Business and Economics; R. Chand and Sons, Delhi.
8. Sancheti, D.C. and Kapoor V. K. : Statistics (Theory, Methods and Applications), Sultan Chand and Sons Delhi
9. Ya- Lun Chou: Statistical Analysis with Business and Economic Applications Holt; Rinehart & Winster, New York

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202: Business Communication and Soft Skills

Unit-1

Business Communication: Meaning, Features, and process of business communication. Changing role of communication in business organization, Types of Business communication, Essentials of effective communication- 7 C's of Communications, Challenges to Business communication with suggestions to overcome barriers

Unit-II

Body Language and Business Etiquette: Body Language- Postures, Gestures, Body movements and Expressions, Importance of body language in business organization, Do's and Don'ts. Body language and culture, Business Etiquette-: Mannerism at workplace, gender issues, Do's and Don'ts

Unit-III

Written and Oral Communication: Written Communication- Merits and Demerits, types of written communication, Report Writing, Business letters, Writing of C.V., Oral Communication- Importance, business presentation, Points to consider for presentation.

Unit-IV

Interpersonal and Group Communication: Interpersonal Communication- Meaning, Importance, Ways to improve interpersonal communication. Group Communication- Advantages, Disadvantages, Group communication at different levels in business organization, Challenges in group communication

Unit-V

Skills and Social Media - Teamwork, Group Discussions, Power of Listening and speaking, Analytical and cognitive skills, Stress and Anger management, Impact of social media on business communication, points to consider for online communication

Suggested Readings:

1. Alter Pease- Body Language
2. Asha Kaul - Business Communication
3. Bovee - Business Communication
4. Business Communication- Chundawat, Kheecha & Jain
5. Lesiker Petit - Business Communication
6. MA Rizvi- Effective Technical Communication
7. Jennifer & Mike Rotondo - Presentatin Skills for Managers

203: Business Statistics Using Excel

Unit-1

Graphical presentation of Data: Bar charts, Pie charts, Histogram, Histogram with unequal class interval

Unit-2

Measures of Central Tendency: Mean, Median, Mode, Geometric Mean, Harmonic Mean, Percentile and quartiles, average from frequency distribution, weighted average

Unit-3

Measures of Dispersion

Unit-4

Measures of Skewness, Time Series: Trend estimation, moving average

Unit-5

Linear Correlation, Linear regression

Suggested Readings

1. Albright,S.C., Winston W.L. and Zappe.C, “ Data analysis and decision making with Microsoft excel”, Dusbury Press London
2. Davis Glyn and Pecar Branko, “Business Statistics Using Excel”, Oxford University proess
3. Whigham,D , “Business Data Analysis using Excel”, Oxford University Press.

204: Practical Business Communication and Soft Skills

Unit I

Individual Presentation on various topics related to course contents

Unit II

Group Discussion on burning topics related to social, economy, political etc.

Unit III

Extempore, Debate

Unit IV

Essay Writing on contemporary issues

Unit V

Practicals on reading, writing and listening skills of English language

205: Microsoft Office Lab-2

Unit-1

M.S. Office Tools: Digital certificate, Language setter, Security of Documents, Setting Language for documents

Unit-II

Micro soft outlook, Picture management, Management emails folders , Rules for incoming, out of office emails, archival

Unit-III

Micro soft Publisher: Introduction, Create an advertisement, Bio data/ Resume and Invitation Card

Unit-IV

Excel Programming: Programme Report for expenses claims, Tax Return

Unit-IV

Office on lines: Use cloud for all office work and use cloud for all repertories