

NIRMA UNIVERSITY

Institute:	Institute of Management
Name of Programme:	Executive Diploma Programme (Business Analytics)
Course Code:	EDP0CCOQ09
Course Title:	Introduction to Data Analytics
Course Type:	Core
Year of introduction:	2021-22

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
2	0	0	0	0	0	2

Course Learning Outcomes (CLO):

After the successful completion of the course, students will be able to:

1. Demonstrate the ability of structuring and analyzing business problems statistically.
2. Identify the applications of quantitative management technique.
3. Apply quantitative methods for effective management decision making process.
4. Develop the ability to perform statistical calculations using computer based statistical software.

Syllabus:

Unit	Syllabus	Total Teaching Hours: 20 Teaching hours
Unit-I	Descriptive Statistics <ul style="list-style-type: none"> • Introduction to Statistics • Descriptive Statistics • Data Visualization 	8
Unit-II	Sampling Distributions <ul style="list-style-type: none"> • Probability distributions • Sampling and sampling distributions 	5
Unit-III	Statistical Inference and Regression Analysis <ul style="list-style-type: none"> • Hypothesis testing • Simple Linear Regression 	7

Suggested Readings/ References:

1. Black, K., *Business Statistics for Contemporary Decision Making*, India: Wiley.
2. Stine, R. A. & Foster, D., *Statistics for Business*, Pearson.
3. Levin, R. I, Rubin, D. S, Rastogi, S & Siddiqui, M. H., *Statistics for Business*, Pearson.
4. Bowerman, B.L, O'Connell, R.T & Murphree, E.S.,

Business Statistics in Practice, Tata McGraw Hill.
5. Keller, G., *Statistics for Management and Economics*,
Cengage Learning.

L=Lecture, T=Tutorial, P=Practical, C=Credit

w.e.f. Academic Year 2021-22 and onwards