

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
BUSINESS STATISTICS (QM502)
CREDIT: FULL (3 CREDITS)
SESSION DURATION: 90 MINUTES

TERM: II
YEAR: 2014-2015
BATCH: I

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Course Introduction: The illustrious writer H.G. Wells stated that “*Statistical thinking will one day be as necessary for efficient citizenship as the ability to read and write.*” That time is upon us now and the statement is even truer for managerial competence. Statistics is a tool required by managers to analyze, interpret and solve business problems. It gives them an objective perspective on problem at hand. This course addresses the need to get acquainted with the basic concepts and areas of managerial applications of statistics. When at a crossroad, it will enable students to draw from a range of techniques the appropriate scientific method to evaluate the outcomes of different courses of action. Successful completion would help the students to use analytical reasoning in business decision making.

Course Objectives:

- To introduce concepts of statistics and statistical analysis.
- To understand statistics from a business application perspective.
- To enable the student to gain a quantitative orientation.
- To provide insight into the role of uncertainty in managerial decision-making and to guide on how to handle the uncertainty.

Course Pedagogy: The sessions will be a blend of interactive lectures and discussions and will be supplemented by case discussions and exercises. **Students are expected to come prepared for the class and participate in the discussions.**

Course Readings:

Text books

1. Levin, R.I. and Rubin, D.S. (2012) *Statistics for Management*. Pearson Education, New Delhi.

Reference book(s)

1. Anderson, D.R., Sweeney, D.J. and Williams, T.A. (2011) *Statistics for Business and Economics*. Cengage Learning.
2. Huff, D. (1993) *How to Lie with Statistics*. W.W. Norton & Company.

Course Evaluation criteria:

Class participation (Including Case preparation, discussion & presentation)	20%
Quiz (2)	20%
Mid-term	30%
End-term	30%
Total	100%

Quiz 1 and 2 will be held after 9 and 18 sessions, respectively.

Session Plan:

Session	Topic	Reading
1.	<p>Introduction to course Measures of central tendency & dispersion Probability Distribution</p> <ul style="list-style-type: none"> ❖ Discrete & continuous random variable ❖ Discrete probability distributions: Binomial & Poisson 	<p>Text book: Ch. 3 (Pages 70-127) Ch. 5 (Pages 222-229) Ch. 5 (Pages 237-255)</p> <p>Attempt: Review & application exercises: 3-92 (p. 143), 3-101 (p. 145) Applications: 5-11, 5-13 (p. 230-231)</p>
2.	<p>Continuous Probability distribution – Normal distribution</p> <ul style="list-style-type: none"> ❖ Characteristics of Normal distribution ❖ Uses of Normal distribution ❖ Standard normal probability distribution ❖ Normal approximation to binomial distribution <p>Choosing the correct probability distribution</p>	<p>Text book: Ch. 5 (Pages 257-273)</p> <p>Attempt: Applications: 5-41, 5-42, 5-46, 5-49 (p. 270-272)</p> <p>Case: <i>Specialty toys</i></p>
3-4.	<p>Sampling and sampling distribution</p> <ul style="list-style-type: none"> ❖ Various sampling concepts ❖ Sampling error ❖ Non-sampling error ❖ Sampling distribution of mean ❖ Standard error ❖ Central Limit Theorem ❖ Relationship between sample size and standard error 	<p>Text book: Ch. 6 (Pages 295-303; 309-327)</p> <p>Attempt: Applications: 6-32, 6-38 (p. 322-323)</p> <p>Case: <i>Acceptable pins</i></p> <p>Read: Random sampling with Excel</p>

5-6.	<p>Estimation</p> <ul style="list-style-type: none"> ❖ Point estimation ❖ Interval estimation ❖ Confidence interval and confidence level ❖ Confidence interval for mean using z-distribution <p>Testing hypotheses (One sample – large sample)</p> <ul style="list-style-type: none"> ❖ Level of significance ❖ Type I and type II errors ❖ 2-tailed and 1-tailed tests of hypothesis 	<p>Text book: Ch. 7 (Pages 345-364) Ch. 8 (Pages 401-421)</p> <p>Attempt: Applications: 7-15 (p. 357), 7-29 (p. 365), 7-34 (p. 366), 7-46 (p. 377)</p> <p>Applications: 8-28, 8-31 (p. 422-423)</p> <p>Case: <i>Quality associates, Inc.</i></p>
7-8.	<p>Testing hypotheses (One sample - small sample)</p> <ul style="list-style-type: none"> ❖ Confidence interval for mean using t-distribution ❖ Degrees of freedom ❖ 2-tailed and 1-tailed tests of hypothesis 	<p>Text book: Ch. 7 (Pages 371-375) Ch. 8 (Pages 433-436)</p> <p>Attempt: Applications: 8-47, 8-48, 8-50 (p. 436-437)</p> <p>Case: <i>Cutcraft Cutlery Corporation</i></p>
9.	<p>Sample size and other concepts</p> <ul style="list-style-type: none"> ❖ Determining the sample size in estimation ❖ Concept of p-value ❖ Measuring the power of a hypothesis test 	<p>Ch. 7 (Pages 378-380) Ch. 9 (Pages 485-488) Ch. 8 (Pages 424-426)</p>
10-11.	<p>Testing hypotheses: Two sample test (Differences of population means)</p> <ul style="list-style-type: none"> ❖ Large sample test ❖ Small sample test ❖ Dependent samples 	<p>Text book: Ch. 9 (Pages 454-473)</p> <p>Attempt: Applications: 9-2, 9-3 (p. 460); 9-8, 9-9 (p. 466); SC 9-6, 9-17 (p. 473-474)</p> <p>Case: <i>Tiresome Tires – II</i></p>
12.	<p>Testing hypotheses: One-sample and Two-sample test (Proportion and difference between proportions)</p> <ul style="list-style-type: none"> ❖ Hypothesis testing of proportions: Large samples ❖ Tests for difference between proportions: Large samples 	<p>Text book: Ch. 5 (Pages 237-246) Ch. 7 (Pages 367-369) Ch. 8 (Pages 427-431) Ch. 9 (Pages 476-482)</p> <p>Attempt Ex. 8.6: SC 8-10 (p. 431) Applications: 8-39, 8-43 (p. 432) Ex. 9.5: 9-23, 9-25 (p. 483-484)</p>
13-14.	<p>Chi-square test</p> <ul style="list-style-type: none"> ❖ Test of independence ❖ Comparing proportions ❖ Inferences about a population variance 	<p>Text book: Ch. 11 (Pages 568-581 & 608-613)</p> <p>Attempt: Applications: 11-7, 11-11 (p. 581-582) Ex. 11.5: SC 11-8 (p. 613) Applications: 11-45, 11-46 (p. 614)</p> <p>Case: <i>Airline satisfaction survey</i></p>

15-16.	<p>Analysis of variance (ANOVA): One-way</p> <ul style="list-style-type: none"> ❖ Between treatments estimate of population variance ❖ Within treatments estimate of population variance ❖ F-test ❖ Inferences about two population variances 	<p>Text book: Ch. 11 (Pages 591-603 & 615-619)</p> <p>Attempt: Applications: 11-28 (p. 604), 11-34 (p. 606), 11-38 (p. 607) Applications: 11-52, 11-53 (p. 621)</p> <p>Case: <i>Compensation for sales professionals</i></p>
17-18.	<p>Correlation and Simple Regression Analysis</p> <ul style="list-style-type: none"> ❖ Estimation using the regression line ❖ Correlation analysis ❖ Making inferences about population parameters 	<p>Text book: Ch. 12 (Pages 647-696)</p> <p>Attempt: Applications: 12-16 (p. 672-673), 12-21 (p. 674), 12-24 (p. 675) 12-31 (p. 686) & 12-37 (p. 693)</p> <p>Case: <i>Measuring stock market risk</i></p>
19-20.	<p>Time Series Analysis</p> <ul style="list-style-type: none"> ❖ Trend analysis ❖ Cyclical variation ❖ Seasonal variation ❖ Irregular variation 	<p>Text book: Ch. 15 (Pages 862-902)</p> <p>Attempt: Ex. 15-12, 15-13, 15-20, 15-28.</p> <p>Case: <i>Forecasting food and beverage sales</i></p>