

Department of Tourism and Travel Management
School of Business Studies, Central University of Jammu

Teaching Plan

Academic Session : 2017-2018

Programme: MBA (TTM)

Semester: 1st

Credits: 04

Course Code: Statistics for Management

Course Code: PGTTM1COO4T

Course Objective: To give the students the basic knowledge of statistical techniques and develop fundamental understanding of the application of the technique with special focus on tourism management.

Course Incharge: Dr. Poonam Sharma

1st Week	Day	Title of Topic to be taught	No. of Hours	References
	1	Unit-I Statistics: Meaning and significance	1	* Beri, G.C.-Business Statistics-p: 1-4. * Francis, J.J.-Business Statistics-p:4-8.
	2	Data and its utility	1	*Levin R.I. et al - Statistics for Management-p: 14-60 * Francis, J.J.-Business Statistics-p: 15-83
	3	Measures of Central Tendency	1	* Gupta S.P-Statistical Methods-p: 178-179 * Mohanty, Banamali and Misra, Santa-Statistics for Behavioural and Social Sciences-p: 84-86.
	4	Mean: Meaning and calculation	1	* Gupta S.P-Statistical Methods-p: 180-192 * Beri, G.C.-Business Statistics-p: 84-91.
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
2nd Week	1	Mean: calculations	1	* Gupta S.P-Statistical Methods-p: 180-192
	2	Median: Meaning and calculations	1	* Gupta S.P-Statistical Methods-p: 196-205 * Beri, G.C.-Business

				Statistics-p: 92-97.
	3	Median: calculations	1	* Gupta S.P-Statistical Methods-p: 196-205
	4	Mode: Meaning and calculations	1	* Gupta S.P-Statistical Methods-p: 211-221
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
3rd Week	1	Mode:calculations	1	* Gupta S.P-Statistical Methods-p: 211-221
	2	Quartile, Decile and percentile	1	* Gupta S.P-Statistical Methods-p: 205-208
	3	Quartile, Decile and percentile	1	* Gupta S.P-Statistical Methods-p: 205-208
	4	Unit-II Measures of Dispersion: Meaning, significance	1	* Gupta S.P-Statistical Methods-p: 271-274 * Beri, G.C.-Business Statistics-p: 124-126
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
4th Week	1	Range	1	* Gupta S.P-Statistical Methods-p: 275-277 * Francis, J.J.-Business Statistics-p: 166-169
	2	Quartile deviation	1	* Beri, G.C.-Business Statistics-p: 127-132
	3	Quartile deviation	1	* Gupta S.P-Statistical Methods-p: 277-286
	4	Standard deviation	1	* Gupta S.P-Statistical Methods-p: 286-335
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
5th Week	1	Standard deviation	1	* Beri, G.C.-Business Statistics-p: 133-157
	2	Skewness	1	* Gupta S.P-Statistical Methods-p: 338-349
	3	Skewness	1	* Beri, G.C.-Business Statistics-p: 158-165
	4	Case Study	1	* Francis, J.J.-Business Statistics-p: 159
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
6th Week	1	Unit-III Correlation: Meaning, significance types	1	* Beri, G.C.-Business Statistics-p: 481-486 * Gupta S.P-Statistical Methods-p: 390-398
	2	Karl Pearson's Method: Practical	1	* Gupta S.P-Statistical Methods-p: 398-416
	3	Karl Pearson's Method: Practical	1	* Gupta S.P-Statistical Methods-p: 398-416
	4	Karl Pearson's Method: Practical	1	* Beri, G.C.-Business Statistics-p: 487-498

	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
7th Week	1	Spearman's Rank correlation	1	* Beri, G.C.-Business Statistics-p: 498-521
	2	Spearman's Rank correlation	1	* Gupta S.P-Statistical Methods-p: 416-424
	3	Spearman's Rank correlation	1	* Gupta S.P-Statistical Methods-p: 416-424
	4	Test	1	*Test
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
8th Week	1	Case Study	1	* Francis, J.J.-Business Statistics-p: 669
	2	Unit-III Regresson: Meaning, significance	1	* Gupta S.P-Statistical Methods-p: 452-453
	3	Regression equation	1	* Gupta S.P-Statistical Methods-p: 457-469
	4	Regression: Practical	1	* Gupta S.P-Statistical Methods-p: 457-469
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
9th Week	1	Properties of regression coefficient	1	
	2	Standard error of estimate	1	* Gupta S.P-Statistical Methods-p: 469-470
	3	Difference between correlation and regression	1	* Gupta S.P-Statistical Methods-p: 454 * Mohanty, Banamali and Misra, Santa-Statistics for Behavioural and Social Sciences-p: 382-383
	4	Test/Case study	1	
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
10th Week	1	Unit-V Time Series: Meaning, significance	1	* Gupta S.P-Statistical Methods-p: 612-614 * Gupta S.C- Fundamentals of Statistics-p:11.1
	2	Components of Time Series	1	*Gupta S.C- Fundamentals of Statistics-p: 11.2-11.4 * Gupta S.P-Statistical Methods-p: 614-621
	3	Least Square Method	1	* Gupta S.P-Statistical Methods-p: 635-641
	4	Least Square Method	1	* Gupta S.P-Statistical Methods-p: 635-641
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction

11th Week	1	Least Square Method	1	* Gupta S.P-Statistical Methods-p: 635-641
	2	Method of Moving Averages	1	* Gupta S.C- Fundamentals of Statistics-p:11.36-11.45
	3	Method of Moving Averages	1	* Gupta S.C- Fundamentals of Statistics-p:11.36-11.45
	4	Method of Moving Averages	1	* Gupta S.P-Statistical Methods-p: 628-634
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
12th Week	1	Seasonal Index Calculation	1	* Gupta S.P-Statistical Methods-p: 650-666
	2	Seasonal Index calculation	1	* Gupta S.C- Fundamentals of Statistics-p:11.46-11.57
	3	Case Study/Discussion	1	* Francis, J.J.-Business Statistics-p: 763
	4	Test	1	*Test
	5	TICA/Tutorials	1	*Mentor-Mentees Interaction
Total Hours = 60				

Suggestive Readings:

- Francis, J.J.-Business Statistics-Cengage Learning.
- Mohanty, Banamali and Misra, Santa-Statistics for Behavioural and Social Sciences-Sage.
- Levin R.I, Rubin, D.S., Rastogi, Sanjay and Siddiqui, M.H. - Statistics for Management-Pearson.
- Beri, G.C.-Business Statistics-Mc Graw Hill.
- Gupta S.P-Statistical Methods-Sultan Chand and Sons.
- Reddy C.R- Quantitative Methods of Management-Himalaya Publishing House.
- Gupta S.C- Fundamentals of Statistics- Himalaya Publishing House.