



MANIPAL UNIVERSITY JAIPUR

Faculty of Management and Commerce

TAPMI School of Business

Business Analysis and Decision Making| MB 2104 | 3 Credits | 2 0 2 3

Course Outcomes: At the end of the course, students will be able to,

[MB 6104.1]. To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.

[MB 6103.2]. To select and deploy the correct statistical method for a given data analysis requirement. In particular, develop expertise in making sampling decisions and reaching statistical inferences through hypothesis testing.

[MB 6103.3]. To develop an understanding of the theory of probability, rules of probability and probability distributions.

[MB 6103.4]. To appreciate that the collection and statistical analysis of data improves the ability to take business decisions and reduces the risk of uncertainty.

[MB 6103.5]. To build sufficient skills to provide leadership in statistical methods for the staff in their area of responsibility.

Syllabus:

The course aims to encourage thinking statistically. This course is designed to provide students with an understanding of the data and its relevance in business and develop an understanding of the standard set of statistical and graphical techniques. These techniques are widely applied in a number of areas of management, including operations management, marketing, finance and economics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications. This course introduces business statistics and fundamental aspects of decision-making. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

Text Books:

T 1: R. A. Stine, D. Foster, *Statistics for Business: Decision Making and Analysis*, (2e), Pearson, 2017.

References:

