



LESSON PLAN

Course Title:

Statistical Methods for Business

Course Code:

BBA 302

Semester/Year:

3rd Semester / 2nd Year

Department:

Business Administration / Commerce

Lecture Number:

Lecture 1

Unit:

Unit 1 – Introduction to Statistics

Lesson Title:

Meaning, Definition, and Scope of Statistics

Duration:

50 minutes



LEARNING OBJECTIVES

By the end of this lesson, students will be able to:

1. Define statistics and explain its importance in business decision-making.
2. Differentiate between descriptive and inferential statistics.

3. Describe the scope and applications of statistics in various fields.

PREREQUISITE KNOWLEDGE

- Basic understanding of data and numbers
- Awareness of real-world problems requiring data-driven solutions

TEACHING–LEARNING ACTIVITIES

Time	Activity	Mode	Teacher's Role	Students' Role
0–10 min	Icebreaker + Introduction to topic	Lecture/Discussion	Explain purpose of statistics	Listen and respond
10–20 min	Definition and meaning of statistics	Lecture	Define, explain with examples	Note down, ask clarifying questions
20–30 min	Descriptive vs. Inferential statistics	Whiteboard/Slides	Compare and contrast with visuals	Engage, differentiate terms
30–40 min	Scope and importance in business	Discussion	Give real-life examples	Share observations, take notes
40–45 min	Quick recap (Q&A)	Oral Review	Ask questions	Respond and discuss
45–50 min	Short quiz / exit ticket	Individual Task	Provide 3 questions	Answer and submit

TEACHING AIDS / TOOLS

- Whiteboard and markers
- PowerPoint slides

- Handouts with examples
- Google Forms (for quiz)

ASSESSMENT METHOD

- Informal Q&A during session
- 3-question exit quiz to test understanding

FOLLOW-UP / HOMEWORK

- Read textbook Chapter 1: Introduction to Statistics
- Write one paragraph: *"How statistics can help a business grow"*

Summary:

I have created the lesson plan using Chat gpt and the learning objectives are reframed using SMART objectives.

This is very helpful in generating lesson plan automatically and it is less time consuming as compared to the traditional lesson plan on paper. please revise learning objectives according to SMART framework

Prompt: ChatGPT said:

Certainly! Here's the revised version of the Learning Objectives for the Statistics lesson using the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound):

SMART LEARNING OBJECTIVES

By the end of this 50-minute lesson, students will be able to:

Define the term statistics and identify at least two formal definitions presented during the lecture.

(Specific, Measurable, Achievable)

Differentiate between descriptive and inferential statistics by listing at least two key differences with examples.

(Specific, Measurable, Achievable, Relevant)

Explain the scope and importance of statistics in business by citing three real-life applications discussed in class.

(Specific, Measurable, Achievable, Relevant, Time-bound)

These SMART objectives ensure clarity and help assess student understanding in a focused way. Let me know if you want these aligned with course outcomes or Bloom's taxonomy as well.

Prompt : please give me assessment questions

ChatGPT said:

Here are **assessment questions** aligned with the **SMART learning objectives** of your statistics lesson:



Assessment Questions

♦ **Objective 1: Define the term *statistics***

Q1. Provide two standard definitions of statistics.

Q2. In your own words, what is statistics and why is it important?

♦ **Objective 2: Differentiate between descriptive and inferential statistics**

Q3. Differentiate between descriptive and inferential statistics by providing two key differences.

Q4. Classify the following as either descriptive or inferential statistics:

- a) A company reports the average sales of last year.
 - b) A researcher uses sample data to predict market trends.
-

♦ **Objective 3: Explain scope and importance of statistics in business**

Q5. List and briefly explain three applications of statistics in the business world.

Q6. Explain how a business can use statistics to improve customer satisfaction.



Optional Exit Ticket (3 Quick MCQs)

Q7. Which of the following best describes descriptive statistics?

- a) Making predictions

- b) Summarizing data
- c) Testing hypotheses
- d) Estimating population