

Business Statistics-Syllabus

Segment 1: Descriptive Statistics

Introduction to Data Analysis, Types of Data, Visual Representation of Data, Numerical Representation of Data.

Segment 2: Probability and uncertainty

Assigning Probabilities to Events, Conditional Probability, Rules of Probability, Probability Trees, Bayes' Rule.

Segment 3: Probability Distributions

Random Variables, Expected Values and Variance, Binomial Distribution, Normal Distribution, Poisson and Exponential Distributions.

Segment 4: Sampling and Estimation

Random Sampling Methods, Sampling Distributions, Confidence Interval for a Mean, Confidence Interval for a Proportion.

Segment 5: Hypothesis Testing

Concepts in Hypothesis Testing, Hypothesis Tests for a Population Mean and Population Proportion, Testing Differences between Population Means.

Segment 6: Regression Analysis

Simple Linear Regression – Part I, Simple Linear Regression – Part II, Multiple Regression.