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B.Com Honours

Semester 1

Calicut University

ESSENTIAL STATISTICS FOR BUSINESS ANALYTICS

Course Code: COM1MN109 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1MN109 **Course Title:** ESSENTIAL STATISTICS FOR BUSINESS ANALYTICS

Course Type: Minor **Academic Level:** 100-199

Credits: 4 Credits

Course Summary: This course contains fundamental statistical concepts and techniques that are crucial for analyzing and interpreting data in a business context.

Module I: Introduction to Sampling

Module I: Introduction to Hypothesis testing - Null Hypothesis - Alternate Hypothesis

- **Unit 1:** Testing Hypothesis for larger samples-Test for Single Proportion - Test for Difference of Proportions
- **Unit 2:** Testing Hypothesis for Small Samples - T-test
- **Unit 9:** Calculating Analysis of Variance- Two-Way Factorial ANOVA - Multivariate Analysis of Variance
- **Unit 3:** Performing Chi-Square Test - Testing the Goodness of Fit

Module I: Introduction to Data Analytics

Module I: Data Collection and Preparation

- **Unit 5:** Measurement Scales- Nominal- Ordinal-Interval-Ratio
- **Unit 6:** Forms of Data- Quantitative and Qualitative- Big Data and Small Data
- **Unit 1:** Types of Data Structures
- **Unit 8:** Methods for collecting, cleaning, and pre-processing data
- **Unit 9:** Data quality assurance and validation techniques

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