

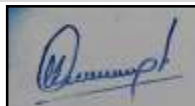
BBA IV Year	BBA-R705		Semester-VII		
	Statistical Software package (s)				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand the basic computer terminology	PO.1, PO.2
CO.2	To understand the elementary roles data input methods.	PO.1
CO.3	To make the use of the applications, and locate and use sufficient and appropriate resources to learn how to apply computer application software features specially using the software's help facility and online tutorials and reference.	PO.6, PO.7, PO.8
CO.4	To effectively utilize software tools to perform basic arithmetic, statistical, and financial functions.	PO.1,PO.2, PO.5,PO.6,PO.7
CO.5	To demonstrate competence with a wide variety of software tools.	PO.3, PO.4, PO.5, PO.6.

- Introduction- Data Entry, Storing and Retrieving Files, Statistics Menus, Generating New Variables
- Running Statistical Procedures – Data entry and interpretation of the output Descriptive Statistics
- T-tests,
- Chi Square test,
- One way ANOVA,
- Correlation,
- Linear regression including multiple regressions,
- Cluster analysis,
- Discriminant Analysis,
- Factor analysis/Principal Components Analysis

SUGGESTED READINGS:

1. J.P. Verma (2015) *Data Analysis in Management with SPSS Software*, Springer.
2. Py Cheng (2015). *How to Find Inter-Groups Differences Using SPSS/Excel/Web Tools in Common Experimental Designs*. Xlibris.
3. Martin Lee Abbott (2018). *Understanding Educational Statistics Using Microsoft Excel and SPSS*. Wiley.



4. Julie Pallant (2020). *SPSS Survival Manual: A Step by Step Guide to Data Analysis using IBM SPSS*. Open University Press.
5. Field, Andy(2019). *Discovering Statistics using IBM SPSS Statistics*. SAGE Publications India Pvt Ltd

NOTE1: Objective of the course is to familiarize students with a statistical package for data analysis related to the Statistics and Market Research papers and which will also help in the Research Project. Any user friendly statistical package depending on resources available at each institution can be used. For example SPSS, PSPP (open source)/ or any other equivalent. Some of the statistical analysis functions are also available in add in tools in Excel.

NOTE2: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

