

Need for the course: While tourism research has become as most sought after aspect which helps in prediction of demand for products, the foundation of research is based on statistical knowledge, without which business research will be incomplete.

Description of the course: The course introduces the student to basic statistical techniques such as mean, median, mode and standard deviation and how to interpret them and use them in research.

Learning objective: To enable the students in summarizing, analysing and interpretation of data and use it effectively in quantitative research and to strengthen the basic arithmetic operations which are essential in analytical skills.

Learning outcomes: The students will have the proficiency to:

1. Identify the basic statistical procedures and techniques.
2. Identify the outcome of a statistical application.
3. Describe the output derived from a statistical method.

Course Methodology:

1. Lectures
2. Numericals and Problem Solving
3. Case Studies

Syllabus:

UNIT1: Introduction and Measures of Dispersion	10 Hours
Scales of Measurement-nominal, ordinal, interval and ratio – Mean, Median, Mode and Standard Deviation- Diagrammatic and graphical representation of data. Stem and leaf plot- Arithmetic mean, weighted mean, median and mode. Partition values-Quartiles, Deciles and Percentiles. Range, quartile deviation, standard deviation and coefficient of variation. Skewness- Karl Pearson's coefficient and Bowley's coefficient. Kurtosis (Definition only).	
UNIT 2: Normal and Sampling Distributions	14 Hours
Probability density function of normal distribution. Properties, standard normal distribution, problems based on normal distributions - Concepts of statistic, parameter, pivotal quantity, sampling distribution and standard error. Chi square, t and F distributions (Definition only). Sampling distribution of standard statistics-sample mean, sample proportion and sample variance.	

Suggested Readings:

1. Anderson, D. R., Sweeney, D. J., & Williams, T. A. Statistics for business and economics. (11th e). Cengage Learning.
2. Hooda, R. P. (Statistics for business and economics. (5th e). Macmillan Publishers India.
3. Levin, I. R., & Rubin, S. D. Statistics for management. New International Edition. New Delhi: Pearson

