

## **Title: Introduction to Statistics (3 Credit hours)**

### **Learning Objectives:**

The main objectives of the course are to enhance student's competency in application of statistics to solve business management problems and to improve their level of quantitative sophistication for further advanced business analysis.

### **Learning Outcomes:**

By the end of this course, the students must be able to apply Statistics to their real life use.

### **Course Contents:**

The contents of the course includes: What is Statistics, Presentation of Data, Measures of Central Tendency, Measures of Dispersion, Probability and Probability Distributions, Sampling and Sampling Distributions, Hypothesis Testing, Testing of Hypothesis- Single Population, Testing of Hypotheses-Two or more Populations, Testing of Hypothesis- Independence of Attributes, Regression and Correlation etc.

### **Recommended Text & Software:**

1. Walpole, R. E. 1982. "Introduction to Statistics"; 3<sup>rd</sup> Ed., Macmillan Publishing Co., Inc. New York.
2. Muhammad, F. 2005. "Statistical Methods and Data Analysis", Kitab Markaz, Bhawana Bazar Faisalabad.
3. Gerald Keller & Brain Warrack: *Statistics for management and economics* 7<sup>th</sup> edition
4. Andrew F. Seigel,; *Practical Business statistics* 4<sup>th</sup> edition
5. Berenson *Basic Business statistics – Concepts and applications* 8<sup>th</sup> edition
6. SPSS (Latest Version) / End Note / E Views.