

SEMESTER – III

CODE	COURSE TITLE
18CCUA303	BUSINESS STATISTICS

Category	CIA	ESE	L	T	Credit
Allied	25	75	73	2	5

Preamble

Subject aims to impart knowledge on tabulation and presentation, central tendency, correlation and regression analysis and index number

Course outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the basic concepts statistics and collection of data	K3
CO2	Imparting knowledge on tabulation and presentation	K1
CO3	Have a comprehensive knowledge on Central tendency	K3
CO4	Acquire knowledge on correlation and regression analysis	K2
CO5	Acquire knowledge on index numbers Mapping	K2

Mapping with Programme Outcomes

POs \ COs	PO1	PO2	PO3	PO4	PO5
CO1	L	M	S	L	M
CO2	M	S	M	S	S
CO3	L	M	S	S	M
CO4	S	S	M	S	S
CO5	M	S	L	M	S

S-Strong; M-Medium; L-Low.

Syllabus

UNIT I 15 Hrs.

Statistics : Its relevance to modern business – Sources of Statistical data –Primary and Secondary data – Collection of data – **Planning of Statistical Investigation – Questionnaire – Schedules.**

UNIT II 15 Hrs.

Tabulation and Presentation: Of data including Diagrammatical and Graphical methods – Frequency distribution – Structure and Formation – Discrete and Continuous series.

UNIT III 15 Hrs.

Measures of Central Tendency: Measures of Dispersion and Skewness, Standard Deviation.

UNIT IV 15 Hrs.

Correlation and Regression Analysis: Pearson's Coefficient of Correlation – Rank Correlation – Regression Equations – Time Series Analysis (Graphic method, semi average method, moving average method and method of least square).

UNIT V 15 Hrs.

Index Number: Uses – Laspayre, Paasche's and Fisher's Index Numbers – Test of Index Numbers.

Text books

Sl.No	Author Name	Title of the Book	Publisher	Year and Edition
1.	Navaneetham P	Business mathematics and statistics	Jai publishers, Trichy	June 2008
2.	Pillai R.S.N., & Bagavathi	Business Statistics	S. Chand & company, New Delhi	Ediiton, 2001

Reference books

Web Resources

<https://www.edx.org/course/statistics-for-business>

<https://statistics.laerd.com/statistical-guides/measures-central-tendency-mean-mode-median>

<https://corporatefinanceinstitute.com>

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Gupta.S.P., & Gupta M.P.,	Business statistics	S.Chan & Company,, New Delhi	11 th Edition, 2000

Pedagogy

Lecture, PPT, Assignment, Seminar Chalk and talk, Quiz

SEMESTER – IV

CODE	COURSE TITLE
18CCUC411	SECRETARIAL COMMUNICATION

Category	CIA	ESE	L	T	P	Credit
Core	25	75	72	3	-	3

Preamble

The subject aims to educate on the importance of communication, barriers in communication, letter and report writing.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the importance of communication	K1& K2
CO2	Understand why communication, letter writing is important in an Organizations.	K2
CO3	Understand and apply the layout of business letters and application letters.	K2 & K3
CO4	Evaluate the reply letters for the shareholders.	K2
CO5	Creating the Drafting letters.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	L	M	M	M
CO2	S	M	S	L	S
CO3	M	M	S	S	M
CO4	M	M	S	S	M
CO5	S	M	S	M	S

S- Strong; M-Medium; L-Low

Syllabus

UNIT I

15Hrs.

Communication – Types, Importance, Barriers. Business Communication – Structure and Layout of Business letters.

UNIT II

15 Hrs.

Letters of Enquiry, Orders, Complaints and Adjustments, Trade enquiries and reference.

UNIT III

15Hrs.

Banking Correspondence, Circular letters – Applications for Situations.

UNIT IV

15 Hrs.

Secretarial correspondence: Letters of allotment – reply letters for shareholders enquiries.

UNIT V

15 Hrs.

Drafting: Drafting of Chairman's Speech, Agenda, Minutes, Reports.

Text Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	RajendraPal, Korlahalli J.S.,	Essentials of business communication	Sultan Chand & Sons, New Delhi, 9 th Edition, 2003.	9 th Edition, 2003.
2.	Katheresan, Radha	Business Communication	Prasanna Publishers, Chennai, 2003.	2015, Latest Edition

Reference Books

Sl.No.	Author Name	Title of the Book	Publisher	Year and Edition
1.	Raghunathan N.S., Santhanam.B	Business Communication	Margham Publications, Chennai	2013, Latest Edition

Web Resources

<http://www.managementstudyguide.com>

<http://study.com>academy>lesson>

<http://link.springer.com>chapter>

Pedagogy

Lecture, PPT, Assignment, Seminar Chalk and talk, Quiz