

**Centre for Statistics**  
**SRM Institute of Science and Technology**  
**Workshop on Business Statistics for Decision Making**

**About the Course**

This workshop will enable the participants to perform basic analysis of their own data, and to interpret, predict, communicate and publish the results.

The main focus of the course will be on both descriptive and inferential statistical techniques, with emphasis on selection of appropriate application and interpretation of results.

**The objectives of this workshop is to:**

- ☐ Equip learners with the core statistical knowledge from a management point of view;
- ☐ Help learners in exploring the applications of statistics in management studies;
- ☐ Provide the knowledge and hands-on training in statistical software.

**Course Content**

- Descriptive Statistics
  - Types of data, Measures of Central tendency, Measures of dispersion
- Sampling Methods
  - Overview and types of sampling techniques
  - Sample size determination.
- Statistical Inference I
  - Testing of proportions
  - Confidence interval, P- Value and its importance
- Statistical Inference II
  - Testing of Means-single and double
- ANOVA and Chi-square analysis
- Correlation and Regression analysis

**On the successful completion of the workshop, student will be able to:**

- Understand the theory and applications of basic statistics
- Compute statistical measures for business decision making

- Able to interpret the results obtained from the computer output.
- Understand the statistical tools used in research articles.

**Timing: 2.00 pm to 5.00 pm**

**Online interactive sessions will be held in “Zoom”**

**Course Date**

27th Sep 2021 – 01st Oct 2021

**Venue**

University Building, 13th floor, Centre for Statistics

**Participant Fee**

1000 INR/Person

**Co-ordinator**

Dr. M. Bagavandas (Head)

**Course Instructors**

Mr. Aravinth K R

Mr. V. Raghul Gandhi

No of Participants: 04