2.4 Culture and its concepts
2.5 International communication
2.6 Cultural conflicts and resolving them

Unit 3: Business Meetings, Negotiations and Crisis Management **LH 8**

3.1 Meetings: Definition and types
3.2 Key attributes of productive meeting
3.3 Meeting etiquette
3.4 Crisis and crisis management
3.5 Negotiation and its planning

Unit 4: Preparing and Delivering Presentation **LH 7**

4.1 Presentations and its types
4.2 Importance of presentation
4.2 Common problems with presentations
4.3 Qualities of an effective presenter and presentation strategies
4.4 Opening, closing, and sustaining the presentation

Unit 5: Business Letters, Memorandums, E-mails, Office Circular and Notice **LH 8**

5.1 Academic writing and business writing
5.2 Language for business letters and e-mails
5.3 Components of a business letter and its format
5.4 Purpose of a business letters
5.5 Memorandums: Their format and type
5.6 Composing and responding to an e-mail

Unit 6: Reporting and interviewing in business Communication **LH 8**

6.1 Report and its types
6.2 Qualities of an ideal report
6.3 Stages in report writing
6.4 Parts of report
6.5 The job interview process
6.6 Preparing for job interview
6.7 Dos and don'ts of interview

Basic Textbook:

Mehra, Payal. (2017). *Business Communication for Managers* (2nd ed.). Pearson.

Reference Books:

Garner, B. A. (2012). *Harvard Business Review guide to better business writing*. Harvard Business Review Press.

Guffey, M. E., & Almonte, R. (2022). *Essentials of business communication* (11th ed.). Cengage Learning.

Thapa, A. (2021). *Business Communication: Principles and Applications*. Kathmandu: Asmita Publication.

Thill, J. V., & Bovee, C. L. (2020). *Excellence in business communication* (13th ed.). Pearson Education.

Far Western University
Faculty of Management
Syllabus (BBA: Third Semester)

Course Title:	***Business Statistics***	***Course Code: STT 233***
Year:	***Second***	***Level: Undergraduate***
Semester:	***III***	***Program: BBA***
Credits hours:	***3***	***Lecture hours: 48***

Course Objective

The course aims to provide students with a strong foundation in statistics and data management, enabling them to analyze and interpret business data effectively. It covers key concepts such as descriptive statistics, probability theory, and the use of numerical measures to summarize and present data. Students will also explore random variables and portfolio management, learning how to assess risk and predict outcomes. Additionally, the course delves into theoretical probability distributions and their application in business decision-making. Finally, students will gain skills in simple linear correlation and regression analysis to understand relationships between business variables and make informed predictions.

Course Description

This course introduces students to the fundamentals of statistics and data management, focusing on the essential concepts and techniques that are critical for business analysis. The course covers topics such as descriptive statistics, probability theory, random variables, and regression analysis. By providing a solid foundation in statistical methods, the course enables students to analyze and interpret data using various statistical techniques, and the course will also provide hands-on experience in applying these tools using MS Excel.

Learning Outcomes

After studying this course, students will be able to:

- Demonstrate a clear understanding of statistical methods and their relevance to business decisions.
- Apply numerical descriptive measures to summarize and analyze business data.
- Understand and calculate basic probability to assess risk and uncertainty in business.
- Analyze random variables and apply them to portfolio management and business predictions.
- Use theoretical probability distributions to model real-world business situations and make informed decisions.
- Conduct simple linear correlation and regression analysis to identify relationships between business variables and predict future trends.
- Compute, analyze and interpret statistical data applying MS Excel.

Course Contents

Unit I: Introduction and Data Management **LH 10**

1.1 Statistics: Definition, development and destination, importance, scope, functions and limitations
1.2 Basic vocabulary of Statistics
1.3 Measurement and Measurement scale
1.4 Data collection: Primary data and secondary data
1.5 Organizing categorical data: Summary table, contingency table and cross-sectional table
1.6 Organizing numerical data: Ordered array, stem-and-leaf display and frequency distribution
1.7 Visualizing categorical data: Bar diagrams, Pareto chars, pie chart
1.8 Visualizing Numerical data: The histogram, frequency polygon and cumulative frequency curve
1.9 Problems using Microsoft excel

Unit II: Numerical Descriptive Measures **LH 12**

2.1. Measures of central tendency
  2.1.1 The mean (Simple and weighted)
  2.1.2 The median
  2.1.3 The mode
  2.1.3 The Empirical rule
2.2 Measure of Variation
  2.2.1 The range