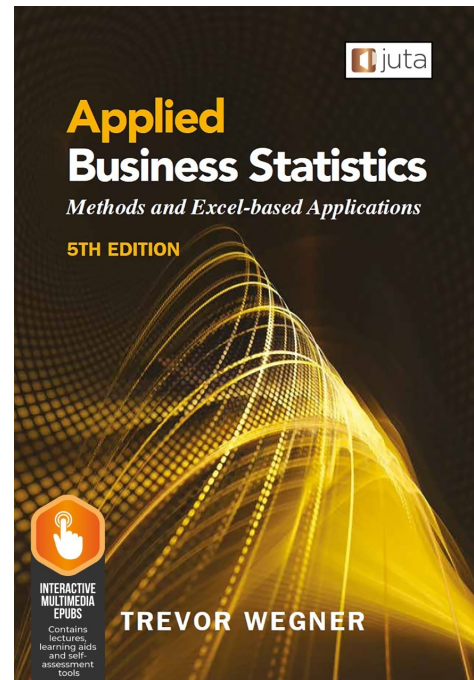


Applied Business Statistics

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About this Publication:

This is an introductory Statistics textbook for management students who require an understanding of the role that statistics plays in supporting management decision making in all areas of business. Its primary focus is to empower management students with statistical decision-making skills so that they become active participants rather than passive observers when interacting with statistical findings as part of a management decision-making process. The emphasis in this book is placed on:

- Translating management problems into appropriate statistical approaches
- Underscoring the importance of data quality as integral to valid statistical analysis
- Identifying likely application areas through numerous illustrative examples
- Noting the limitations of techniques for decision analysis; and
- The appropriate management interpretation of statistical findings.

Key features:

- The use of Microsoft Excel to perform statistical analyses. Students are given the opportunity to familiarise themselves with Microsoft Excel's statistical capabilities by applying them to data sets of business problems.
- Students can monitor their learning with the help of the exercises at the end of every chapter.

Contents Include:

- Setting the statistical scene: Statistics in management
- Exploratory data analysis: Summarising data
- Summary tables and graphs
- Describing data: Numeric descriptive statistics
- The foundation of statistical inference – probability and sampling: Basic probability concepts
- Probability distributions
- Sampling and sampling distributions
- Making statistical inferences:
- Confidence interval estimation
- Hypothesis testing: Single population (means and proportions)
- Hypothesis testing: Comparison between two populations (means and proportions)
- Chi-squared hypothesis tests
- Analysis of variance – comparing means across multiple populations
- Statistical models for forecasting and planning: simple linear regression and correlation analysis
- Multiple regression
- Index numbers: Measuring business activity
- Time series analysis: A forecasting tool

Of Interest and Benefit to:

- Undergraduate students of Management at universities (BCom, BAcc, etc)
- Management diploma students working towards professional qualifications at institutions such as the IMM, CSSA, CIMA, IAC, etc.
- Postgraduate students (MBA and PGDip) of Management at business schools