



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-III

BUSINESS FORECASTING

Credits: 2

2 hrs/week

Course Objectives

- To understand need and importance of Business forecasting.
- To Know various types of Business forecasting Techniques.
- To elucidate better understanding of the concepts related to different models of Forecasting.
- To develop an understanding of application of forecasting tools in Business through applications of technology.

UNIT-1: INTRODUCTION:

Meaning, Significance of Forecasting, History of Forecasting, Types of Forecasting, Forecasting process. Nature of Forecasting, Economic Theory and Forecasting. Business Forecasting, Methods of Forecasting- Choosing a forecasting method- determining the adequacy of forecasting method.

UNIT-2: BUSINESS FORECASTING MODELS

Simple Correlation and Simple Regression - Time Series Analysis: Components of Time Series: Trend, Seasonal, Cycle and Irregular Components Time Series components, Smoothing Techniques , Moving Averages- Exponential Smoothing and Other Advanced Techniques, Qualitative models of forecasting: Delphi method- sales force composite-consumer panel survey.

UNIT-3: COMPUTER APPLICATIONS TO BUSINESS FORECASTING

Introduction, Objectives, The needs and uses of computer forecast packages, Monitoring and Controlling Forecast. Emerging forecasting packages; Sales and Profit Forecasting-. Method

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of sales/Profit Forecasting. Material Forecasting – Approaches: Non-Statistical and Statistical Approach.

Activities for students:

- Students can be asked to compare any product service demand of previous years and forecast for the next quarter year.
- Students should be given relevant Case studies and ask them to present in the class room.
- Financial and Marketing forecasting exercises have to be conducted and ask students to present in the class room.

Reference Books:

1. Hanke, J.E. and Wichern D., Business Forecasting, 9th edition, Pearson, 2015.
2. J. Holton Wilson and Barry Keating (2001), Business Forecasting, McGraw Hill/ Irwin, Fourth Edition
3. Makridakis, Spyros; Wheelwright, Steve and Hyndman, Robert J. (1998). Forecasting: Methods and Applications. 3rd edition. Hoboken, NJ: Wiley
1. “Business Forecasting: A Practical Approach”, A. Reza Hoshmand