

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX02
Course Title	Business Forecasting

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Classify various techniques of forecasting.
2. Identify appropriate technique(s) of forecasting.
3. Analyze and interpret the results of forecasting.

Syllabus

Teaching Hours

Unit I: Introduction to Business Forecasting <ul style="list-style-type: none"> • Introduction to Forecasting • Review of statistical Concepts • Exploring Data Patters • Choosing Forecasting Technique 	07
Unit II: Time Series <ul style="list-style-type: none"> • Time Series & Its Components • Moving Average, Smoothing Methods and ARIMA • Leading Indicator Method • Regression using Time Series and Interpretation 	08

Suggested Readings:

1. Makridakis, S., S.C., Wheelwright and V.E. McGee, Forecasting Methods and Applications, John Wiley & Sons, New York.
2. Pindyck, R. S., and D. L., Rubinfeld. Econometric Models and Economic Forecasts, McGraw Hill, New York.
3. Butler, W. F. et al., Methods and Techniques of Business Forecasting, Prentice-hall, Inc., New Jersey.
4. Gujarati, D. N., Basic econometrics, 4th International Ed., McGraw Hill, Singapore.
5. Diebold, F. X., Elements of Forecasting, South Western, Thomson, US.

w.e.f. Academic Year 2019-20 and onwards