

Course Description – Curriculum 2013

Subject: OM316 Business Forecasting

Credits: 3

Prerequisite: BA204

Description: Analyzing past and recent quantitative as well as qualitative data to achieve reliable forecast of the future, statistical programs, review of relevant statistical concepts, the important role of forecasting in several business functions, the forecasting process, studies of several forecasting techniques such as Naïve, Moving averages, Exponential smoothing, Simple and Multiple Linear Regression, Time Series Decomposition, and ARIMA-type models, using forecasting techniques and software as well as combining forecasting results to achieve the finest forecasting outcome for optimal uses