Programme: Master of Business Administration

Semester IV

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MBA 964-18

BUSINESS FORECASTING

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Objective: The objective of this paper is to acquaint the students with Forecasting Process, Exploratory Data and Regression Analysis. Students should learn Time Series Forecasting Models.

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Course Outcomes (COs)

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Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the importance of forecasting in making accurate decisions in economic and business environments
CO2	Understand the basics in regression analysis, time series analysis and their applications in forecasting
CO3	Understand how to handle the trend, seasonal and cyclical issues in forecasting analysis.
CO4	Construct forecasting reports to higher level management for vital decision-making process.
CO5	Use the software packages for developing forecasting models.
CO6	Be prepared for more advanced study of economic and business forecasting

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affliated-colleges.pdf)