

# Course Description – Curriculum 2018

**Subject:** OM316 Business Forecasting

**Credits:** 3

**Prerequisite:** BA204

**Description:** Study of analyzing historical business data and applying computer-based quantitative forecasting techniques to achieve reliable forecast of the future. Topics cover the review of relevant statistical concepts, the important role of forecasting in business functions, the forecasting process, the studies of several forecasting techniques such as naïve, moving averages, exponential smoothing, simple and multiple linear regression, time series decomposition, Box-Jenkin, and combining techniques.