UNIVERSITY OF BORÅS

Demand Forecasting
Efterfrågeprognoser

7.5 credits
7.5 högskolepoäng

Ladok Code: 52DF01
Version: 4.0
Established by: The Teaching Committee 2011-12-20
Valid from: Spring 2012

Education Cycle: Second cycle
Main Field of Study (Progressive Specialisation): Textile Management (A1N), Industrial Economics (A1N)
Disciplinary Domain: Technology
Prerequisites: Bachelor of Science degree in textile technology, textile economics, business economics, industrial economics, engineering, media or design, as well as English B.
Subject Area: Leadership, Organisation and Management
Grading Scale: ECTS-credits

Content

Subjective and objective forecasting methods, certain quantitative forecasting models and methods such as rule-based forecasts, segmentation, extrapolation, or qualitative forecasting models and methods such as game theory and the Delphi technique. Econometrics, tender and demand functions. Error estimation, MAPE (Mean Absolute Percentage Error), sales and business planning.

Learning Outcomes

After completing and passing the course, students should be able:

- to apply qualitative and quantitative forecast models and methods
- to analyse historical demand data and discuss its value, selection and significance for forecasting
- to understand market response effects and how these can or cannot be used in causal models for demand
- to estimate accuracy and errors in forecasts
- to analyse how forecasts affect business planning

Forms of Teaching

The course consists of the following elements:

- Lectures and exercises
- Literature studies and seminar discussions

Teaching will take in English.

Forms of Examination

The following examinations will form part of this course with respect to the stated learning objectives:
Active participation in seminars, 1.5 credits, Grading scale: UG
Individual tasks for submission 3.0 credits, Grading scale: EC
Project work 3.0 credits, Grading scale: UG

Grading scale: EC, i.e. the course, is assessed using the grades A, B, C, D, E, Fx or F (ECTS grading scale). All parts of the course must be passed, but the grade is determined by the individual tasks for submission element.

Each examination will be offered on 5 occasions, at least 3 of which will be within the space of one year. Offered examination sessions refer to scheduled exams or resits, or the stated date for written or verbal accounts.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Information on course literature will be provided before the course starts
Articles specified by teacher

Student Influence and Evaluation

The views of students will be canvassed systematically and regularly by means of written course assessments once courses are complete. Student representatives will work together with the Director of Studies and the course manager once a term to review courses held. For further information, please see the College's policy on course assessments and documents prepared by the Institutional Board, Director of Studies and course manager.

Miscellaneous

The course is primarily a programme course for a Master's programme in Textile Management with specialisation in control of textile value chains.