# UNIVERSITY OF BORÅS

## Demand Forecasting
**Efterfrågeprognoser**
7.5 credits

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**Ladok Code:** 52DF01
**Version:** 10.2
**Established by:** Committee for Education in Business and Working Life 2022-08-22
**Valid from:** Autumn 2022

**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:** Seven-degree grading scale (A-F)

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### 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

The language of instruction is 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.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due

to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

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.