

Course Number/Section/Name: IDM6362 Section 1, Advanced Business Forecasting
Days/Times/Location: Monday, Thursday 6:30-9:10 pm, Old Main, Rm 325
Professor: F. G. Landram
Office Location: 236 Old Fine Arts Building
Office Hours: MW 10:00-12:30 am, 2:30-3:30 pm, or by appointment
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COB Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

COB Learning Goals

1. Common Body of Core Business Knowledge
2. Communication: Writing, Speaking, and Technology
3. Micro Business Environment: Ethics and Critical Thinking Applications
4. Macro Business Environment: Global, Cross-Cultural and Teamwork Applications

Course Description

The course consists of an in-depth study of conceptual and practical aspects of forecasting in business and economics. Topics include

1. Overview of Statistical Models: Review of Statistics, Charts, and Computer Analysis.
2. Data Analysis: A Strategy For Analyzing Regression Data;
3. Forecasting With Least Squares Regression Models.
4. Combining Forecasts.
5. ARIMA Forecasting Models
6. Asymptotic Growth Curves.
7. Forecasting Applications; Using the Internet; Leading Economic Indicators, Judgmental Modifications, Event Modeling
8. More "Real World" Applications in the Current Declining Economy

Course Objectives

1. Students will gain a comprehensive understanding of the statistical methods used in: data analysis--the use of statistical models in analyzing data.
This includes the use of tables, charts, and statistical equations in analyzing data.
2. Students will gain a comprehensive understanding of the statistical methods used in: business and economic forecasting. This includes the characteristics and capabilities of the various types of forecasting models currently in use.
3. Students will gain an comprehensive understanding of how to inject judgmental modification (the forecaster's knowledge of the subject) into the model in an acceptable manner.
4. Students will demonstrate knowledge of the usage of spreadsheets and other computer forecasting packages used in forecasting.
5. Students will acquire critical thinking skills through forecasting business and economic activities.

Map from COB Learning Goals to Objectives for this course

COB Learning Goal	Course Learning Objectives	Assessment Instrument
1. Common Body of Core Business Knowledge	Students will develop critical thinking and spreadsheet usage skills by using forecasting methods applied with spreadsheet technology.	Students who perform at a 70% or higher on homework and tests are deemed to have attained an acceptable learning outcome for these objectives.
2. Communication: Writing, Speaking, and Technology	Students will demonstrate a knowledge of statistical applications using spreadsheets technology. Students will learn the use of tables and charts in communication and report writing	Students who perform at a 70% or higher on homework and tests are deemed to have attained an acceptable learning outcome for these objectives.
3. Micro Business Environment: Ethics and Critical Thinking Applications	Students will develop critical thinking skills by selecting the appropriate forecasting method and in explaining the results. Environmental ethics are not taught	Students who perform at a 70% or higher on homework and tests are deemed to have attained an acceptable learning outcome for these objectives.
4. Macro Business Environment: Global, Cross-Cultural and Teamwork Applications	Macro business environment: global, cross-cultural and teamwork applications are not taught.	Macro business environment: global, cross-cultural and teamwork applications are not taught.

Terms of Use

A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined below and elsewhere in the WTClass container.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer with broadband internet connection and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Angel Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using Angel.

Viewpoints Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements.

External Websites Disclaimer

Neither the professor, the College of Business, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, College of Business, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

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Repeating Course Work

Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

Disabilities

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the university's Academic Integrity Code.

Physical or Educational Access

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.

Evacuation Statement

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

Chemical and Equipment Safety Statement

Safety is everyone's responsibility. Material Safety Data Sheets (MSDSs) are provided for all chemicals used in this class. MSDSs provide information about physical properties, health risks, fire explosion data, and other important information associated with these chemicals. Before handling or using a chemical, you should refer to the MSDS for that chemical. It is your responsibility to inform the instructor in writing of any health conditions that may prevent you from safely using a chemical (pregnancy, auto immune deficiency, etc.). It is also the responsibility of the student to report any spill or problems found while storing or using a chemical. If you are unsure about a chemical, always ask. If you see any unsafe condition, notify your instructor immediately. If you are unsure about the proper and safe operation of any piece of equipment, ask your instructor for proper instruction. All injuries, spill of materials and unsafe conditions must be reported to the instructor immediately.

Students will be unable to access any other part of this course until completing a one-question assessment in the Lessons area of this course.

REQUIRED TEXTS/RESOURCES:

BUSINESS FORECASTING 5th ed. by J.Wilson and B. Keating

Business Forecasting with Acompanying Excel-Based Forecast X by Wilson and Keating, 5th edition, McGraw-Hill Irwin

GRADING: Only one **makeup exam** will be given at the end of the semester.

Two lecture exams at50 points each	100
One lecture exams at100 points	100
Homework/Computer Exercises/Class Project	100
A Final exam	<u>100</u>
	Total 400
A = 360	B = 320
C = 280	D = 240
	Disaster = below 240

