



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
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Dr. B. H. Nanwani
Director

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Institute Codes: SPPU: IMMPO16030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

Academic Year 2019

Books/Chapters

Sr. No.	Name of Faculty/Author	Name of Book	Name of Chapter and Name of Book	ISBN Number	Name of Publisher	Calendar Year of Publication
1	Dr. Kaiwade Abhijeet Jaiprakash	Demand Analysis and Forecasting	Demand Analysis and Forecasting	978-93-87665-61-3	Successes Publication	2019
2	Dr. Kaiwade Abhijeet Jaiprakash	Digital Business	Digital Business	978-93-89066-69-2	Successes Publication	2019
3	Dr. Kaiwade Abhijeet Jaiprakash	Business Research Methods	Business Research Methods	978-93-89066-67-8	Successes Publication	2019

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Title- Demand Forecasting and Analysis

Cover Page



Prof. Dr. Atik Asgar Shaikh
(M.Com, MBA, GDCA, Ph.D.)
Allana Institute of Management science, Pune.

Prof. Dr. Atik Asgar Shaikh is working as Professor and Research Guide in Allana Institute of Management science, Pune. He is having 11 year experience in teaching and 6 years with Industry. He also Published 2 Books in management. He published number of Research Papers in International and National Journal. He is also a Research Guide:- Human Resources, Business Administration and Business Practice in Savitribai Phule Pune University, Pune. Under his guidance 3 students awarded Ph.D. and 8 students pursuing Ph.D.



Prof. Dr. Abhijeet J. Kaiwade
M.C.A., M.B.A., Ph.D.
Head of Department & Research Center Coordinator
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Prof. Dr. Abhijeet J. Kaiwade has an excellent academic background. He has almost 17 years of academic experience and 3 years' industrial experience. He is Currently working Sadhu Vaswani Institute of Management Student For Girls, Koregoan Park, Pune 411001. He has attended many seminars, Conferences and Workshops. Also he has published 50+ research papers in reputed & UGC listed, National & International level journals. He is Reseach guide for Savitribai phule Pune university and under his guidance 3 students are successfully completed Ph.D. and 2 students submitted their thesis. He has vast Knowledge in the field of Programming languages, Research methodology, Digital Business, Financial Management and Business Administration

Demand Analysis & Forecasting

Elective (112)

M. B. A. Sem. - I

Prof. Dr. Atik Asgar Shaikh
Prof. Dr. Abhijeet J. Kaiwade



**As Per
New
Syllabus
2019**



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Syllabus

M. B. A. (Sem. - I)

Demand Analysis and Forecasting (112)

Unit No.	Topic
✓1	Demand Analysis: An Overview, Significance of Demand Analysis and Forecasting, How Predictable Is the Future? Some Causes of Forecast Error, Myths versus Reality of Forecasting, Data Collection, Storage, and Processing Reality, Art-of-Forecasting, Reality of Judgmental Overrides, Reality of Unconstrained Forecasts, Constrained Forecasts, and Plans, Accuracy of Forecast, Short Run Forecast, Long Term Forecast. Applications of Forecasting – Forecasting economic trends, Sales Forecasts, Staffing forecasts, budgeting, revenue and tax planning, cash flows forecasting, raw material planning, inventory planning, etc
✓2	Estimation of Demand: Marketing Research Techniques - Consumer Surveys, Consumer Clinics and Focus Groups, Market Experiments in Test Stores. Statistical Estimation, Variable Identification, Time Series and Cross Sectional Data Collection, Specification of the Model, Estimation of the Parameters, Interpretation of Regression Statistics.
3	Forecasting Demand : Overview of Forecasting Methods, Selecting a Forecasting Technique, Purpose of Forecast, Type of Users, Patterns in the Data Series, Lead Time, Minimum Data Requirement, Desired Accuracy, Cost of forecasting, Qualitative Forecasting Techniques - Survey and Opinion Polling Techniques, Delphi Method, Cross Impact Analysis, Historical Analogy.
4	Quantitative Forecasting Methods Using Time Series Data: Time Series Analysis - Trend Analysis, Cyclical Variations, Seasonal Effects, Random Fluctuations, Smoothing Techniques, Moving Averages, Exponential Smoothing, Single Exponential Smoothing, Holt's Two-Parameter Method, Holt's-Winters' Method, Winters' Additive Seasonality Standard Statistical Error Terms, Specific Measures of Forecast Error, Out-of-Sample Measurement, Forecast Value Added. Barometric Techniques -

	Leading, Lagging and Coincident Economic Indicators, Diffusion and Composite Indexes, Choose the Appropriate Forecasting Method Use of Software Packages for Forecasting such as EXCEL
✓ 5	New Product Forecasting: Using Structured Judgment, Differences between Evolutionary and Revolutionary New Products, General Feeling about New Product Forecasting, New Product Forecasting Overview, What Is a Candidate Product? New Product Forecasting Process, Structured Judgment Analysis, Structured Process Steps, Statistical Filter Step, Model Step, Forecast Step. 2MxKS & 5MxKS

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Title- Digital Business

Cover Page

Digital Business

Core (106)

M. B. A. Sem. - I

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Business Research Methods
Core (104)
M. B. A. Sem. - I
Prof. Dr. Abhijeet J. Kaiwade

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Conference Proceedings

Sr. No.	Name of Faculty/ Author	Name of the Conference	Name of Paper/Article	ISBN Number	Name of Publisher	Calendar Year of Publication
1	Dr. Prabha Rahul Singh	National Conference on Financial Management of Enterprises in Emerging Market Economies in India	Financial Management of Enterprises in Emerging Market Economies in India	2249-894X	Dr. D.Y.Patil Center for Management and Research	2019

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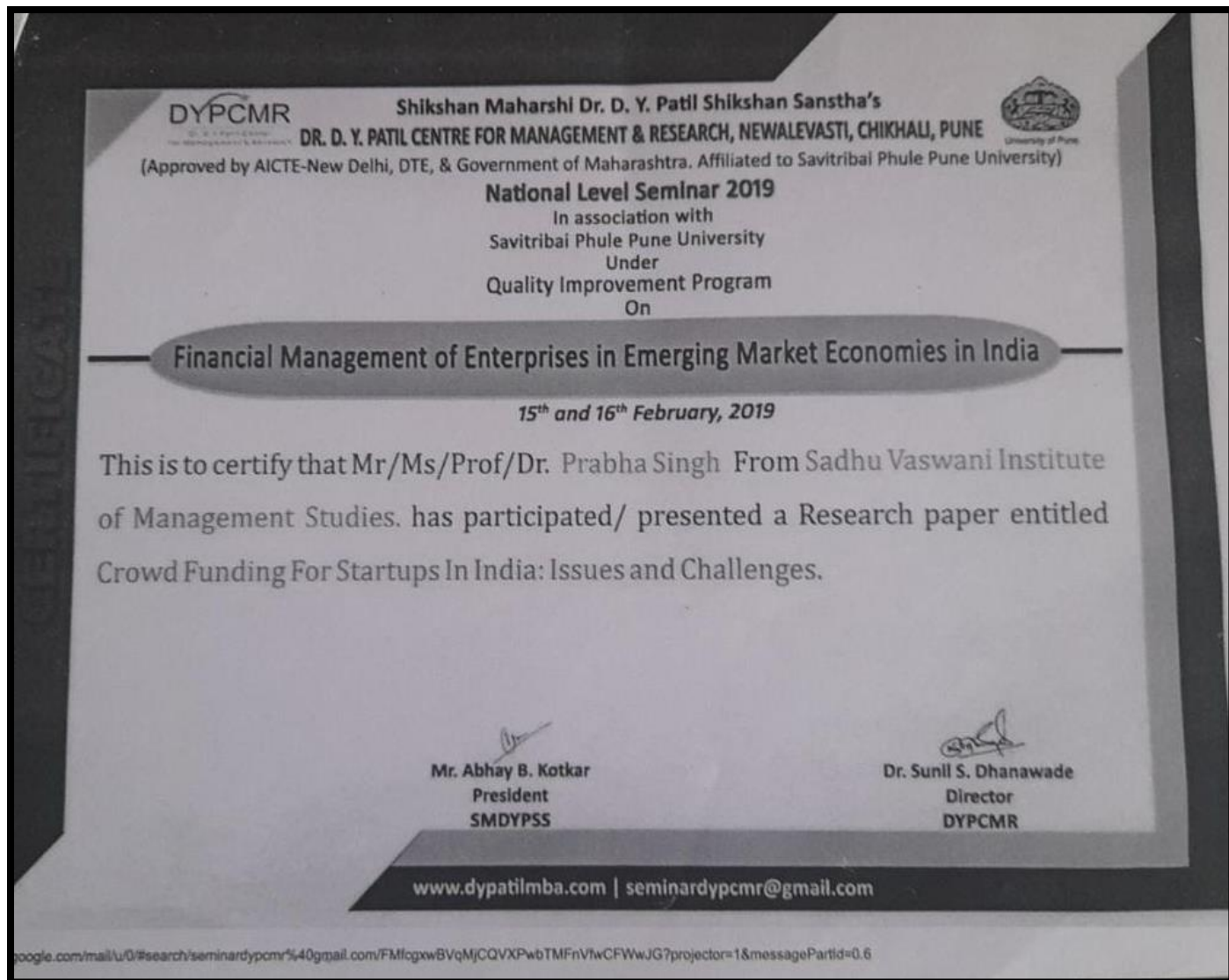
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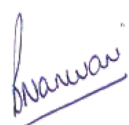
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