



SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS

Unaided- Private, Linguistic Minority (Sindhi) Institute
Approved by A.I.C.T.E. Certified under ISO 9001:2015

Dr. B. H. Nanwani
Director


Affiliated to Savitribai Phule Pune University, NAAC Accredited with "B+" Grade.
Institute Codes: SPPU: IMMPO16030, D.T.E.: 6614, AISHE: C-44578, AICTE: 1-21641511

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year.

Calendar Year [January-2019 to December-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


DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
5, KOREGADH ROAD, PUNE-411 001

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
Sadhu Vaswani Institute of Management Studies for Girls.

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**



SUCCESS PUBLICATIONS

Address : Radha Krishna Apartment, 535, Shaniwar Peth,
Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30,
Ph. No. 24433374, 24434662, 64011289, Mobile : 9325315464
E-mail : sharpgroup31@rediffmail.com
Website : www.sharpmultinational.com

PT-
2301



SUCCESS PUBLICATIONS

Nanwani
DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
1 KOREGOAN ROAD, PUNE-411 001

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

B. H. Nanwani

DR. B. H. NANWANI
 DIRECTOR
 BADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES P.O. G. D. 1
 6 KOREGAON ROAD, PUNE - 411 001

Digital Business
Core (106)
M. B. A. Sem. - I
Prof. Dr. Abhijeet J. Kaiwade

As Per New Syllabus 2019

SUCCESS PUBLICATIONS

ISBN : 978-93-89066-69-2

SUCCESS PUBLICATIONS
Address : Radha Krishna Apartment, 535, Shantwar Peth, Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30.
Ph. No. 24434662, Mobile : 9325315464
E-mail : sharpgroup311@rediffmail.com
Website : www.sharpmultinational.com

PT-3785

Nanwan

DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6 KOREGAON ROAD, PUNE - 411 001

INDEX

**M.B.A (Sem. - I)
Business Research Methods (104)**

Unit	Topic	Page No.
1	Electronic Commerce	1.1 to 1.31
	1.1 E-Commerce 1.2 E-business 1.3 The Digital and Social Worlds 1.4 Virtual Community 1.5 Online Communities 1.6 E-Commerce Framework 1.7 Impact of E-Commerce	
2	Mobile Commerce, Social Commerce and IoT	2.1 to 2.32
	2.1 Mobile Commerce 2.2 Social Commerce 2.3 Social Collaboration (Collaboration 2.0) 2.4 Social Media 2.5 Internet of Things (IoT)	
3	Digital Business Ecosystem	3.1 to 3.36
	3.1 Electronic Commerce Mechanisms 3.2 Electronic Marketplaces 3.3 Intermediaries 3.4 Merchant Solutions 3.5 Auctions 3.6 Changing Supply Chain 3.7 Digital Payment	

4	Digital Business Application - I	4.1 to 4.32
	4.1 Electronic Retailing 4.2 E-Tailing Business Models 4.3 Social Shopping 4.4 E- Government / Digital Government 4.5 E-Learning, E-Training and E-Books	
5	Digital Business Application - II	5.1 to 5.30
	5.1 Travel and Tourism 5.2 Employment and The Job Market Online 5.3 E-Health 5.4 Entertainment, Media and Gaming	

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

As Per New Syllabus 2019

SUCCESS PUBLICATIONS

ISBN : 978-93-89066-67-8

SUCCESS PUBLICATIONS PT-3783
Address : Radha Krishna Apartment, 535, Shaniwar Peth, Appa Balwant Chowk, Opp. Prabhakar Theatre, Pune - 30.
Ph. No. 24434662, Mobile : 9325315464
E-mail : sharpgroup31@rediffmail.com
Website : www.sharpmultinational.com

Nanwani
DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES FOR GIRLS
6 KOREGAON ROAD, PUNE - 411 001

INDEX

M.B.A (Sem. - I) Business Research Methods (104)

Unit	Topic	Page No.
1	Foundations of Research	1.1 to 1.31
	1.1 Research 1.2 Business Research 1.3 Questions in Research 1.4 The Process of Business Research 1.5 Research Proposal 1.6 Practical Considerations in Research 1.7 Legal Consideration	
2	Research Design	2.1 to 2.37
	2.1 Research Design 2.2 Hypothesis	
3	Data & Measurement	3.1 to 3.37
	3.1 Data 3.2 Measurement 3.3 Attitude Scaling Techniques 3.4 Questionnaire	
4	Sampling	4.1 to 4.27
	4.1 Sampling 4.2 Types of Sampling 4.3 Determining Size of the Sample	
5	Data Analysis & Report Writing	5.1 to 5.57
	5.1 Data Analysis 5.2 Graphical Presentation of Data 5.3 Bi-variate Analysis 5.4 Linear Regression Analysis 5.5 Test of Significance 5.6 Research Report	

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

Conference Brochure

Review of Research

ISSN: 2249-894X  Impact Factor: 5.7631(UIF)

Dr. D. Y. Patil Center for Management & Research,
Chikhali, Pune
"Accredited by NAAC with B+ Grade"

In Association with Savitribai Phule Pune University
 under Quality Improvement Program

Special Issue
National Seminar
 On

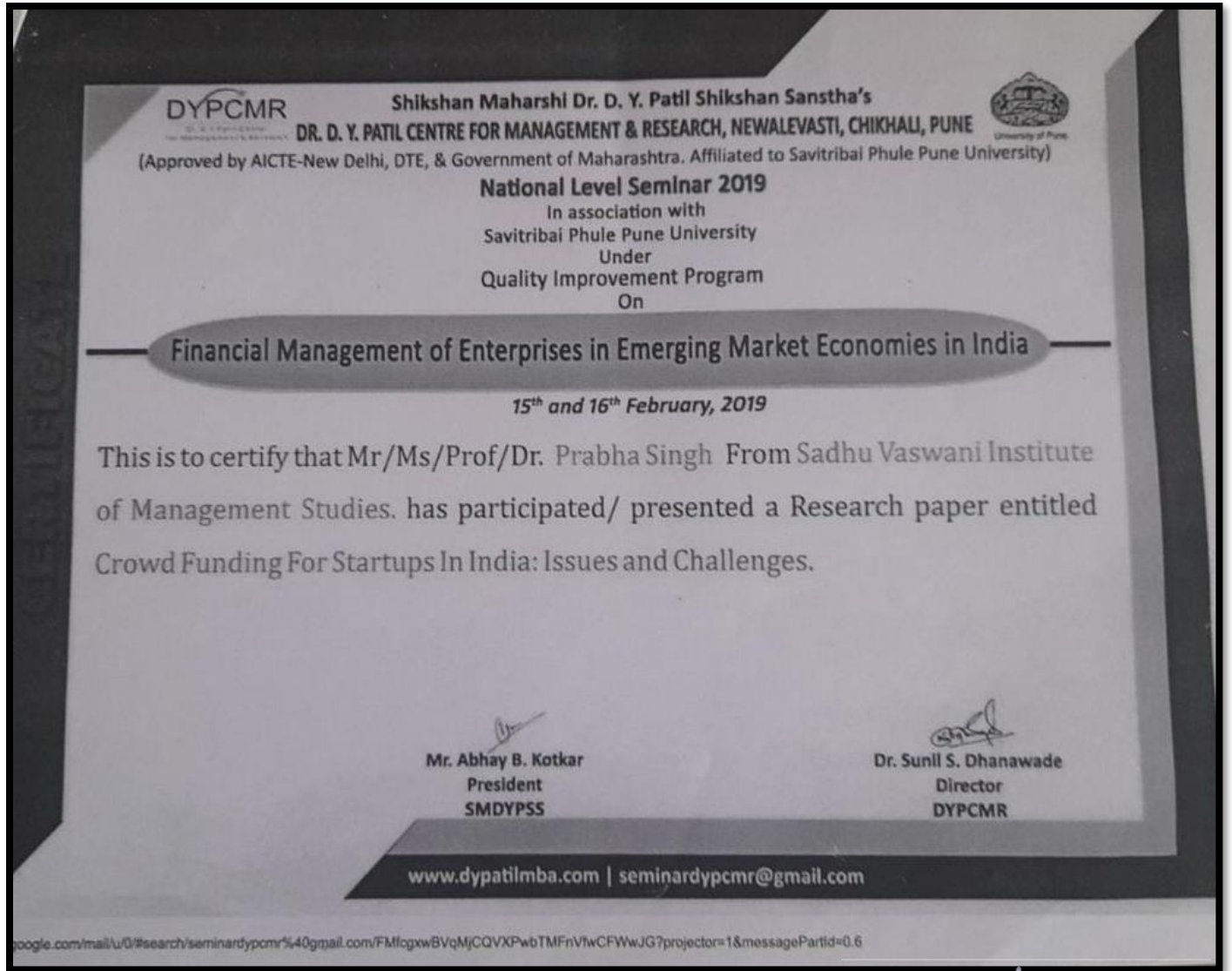
"Financial Management of Enterprises in Emerging Market Economies in India"

15th & 16th
February, 2019

SMDYPSS'S
Dr. D.Y.Patil Center for Management & Research
 (Approved by AICTE-New Delhi, Recognized by DTE,
 Govt of Maharashtra & Affiliated to Savitribai Phule Pune University)
 Gat No. 1029, 1030, NewaleVasti, Chikhali, Pune
www.dypatilmba.com


DR. B. H. NANWANI
 DIRECTOR
 BADHJI VASTI INSTITUTE OF MANAGEMENT STUDIES (P.G.D.)
 6 KOREGAON ROAD, PUNE-411 001

Conference Certificate



Nanwani
DR. B. H. NANWANI
DIRECTOR
SADHU VASWANI INSTITUTE OF MANAGEMENT STUDIES 100 G. R. I.
6 KOREGAON ROAD, PUNE-411 001