UNIVERSITY of BRADFORD

Module Details	
Module Title	Business Forecasting and Analysis
Module Code	OIM5016-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Directed Study	156
Laboratories	16
Tutorials	4
Lectures	24

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2

Module Aims

The course aims to introduce the key theories related to predictive analytics (business forecasting). In doing so, it will enable you to gain knowledge and develop skills on forecasting methods and tools. It provides opportunities for critical reflections on such various methods in forecasting including quantitative and judgmental forecasting techniques within business and management contexts. To be eligible to study this module, you will have had to have studied OIM5015-B.

Outline Syllabus

* Time series graphics
* Naive Forecasting Methods
* Time series regression models
* Scenario Planning
* Delphi Surveys
* Scenario Analysis
* Input-Output Modelling
* Practical forecasting issues
* Philosophy of Forecasting

Learning Outcomes

Outcome Number	Description
01	Understand the basic concepts of Business Forecasting and its importance to Business competitiveness
02	Critically appraise the significance and role of forecasting for businesses
03	Critically evaluate and reflect on business forecasting methods for businesses
04	Develop and solve forecasting models; use forecasting tools to inform business decisions.

Learning, Teaching and Assessment Strategy

Learning will be directed, supported and reinforced through a combination of lectures, computer labs and tutorials, discussion groups, directed and self-directed study. Formative assessment will be provided throughout the course. To assess against learning outcomes, a group presentation and individual report, as discussed in the assessment section below, will be used. Appropriate feedback will be given for the in-class assessment in accordance to the faculty required standards.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Presentation	Group Presentation (15 Mins) SUPPLEMENTARY: Individual Presentation	30%
Summative	Coursework - Written	Individual Report (2000 words)	70%
Formative	Coursework	Feedback provision during seminars and practical workshops (400 words equivalent)	N/A

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html