California State University San Marcos   • NEW COURSE •   FORM C   **BA 649**

ORIGINATOR'S SECTION:

1. College:	**Desired Term and Year of Implementation (e.g., Fall 2008):**	
☐ CHABSS ☒ CoBA ☐ CoEHHS ☐ CSM	Summer 2017	

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*)   ☐ Yes ☒ No

3. Course will be a variable-topics (generic) course?   ☐ Yes ☒ No
("generic" is a placeholder for topics)

4. Course abbreviation and Number:*   BA 649

5. Title: *(Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)*
Business Forecasting for Managers

6. Abbreviated Title for PeopleSoft:
(no more than 25 characters, including spaces)
Business Forecasting

7. Number of Units: 3

8. Catalog Description: *(Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)*

This course in concerned with techniques used to predict the uncertain nature of the future events and conditions with forecasts, which help managers, make better decisions and plans. We study the historical data in search for patterns that can be used to produce a forecast. Today's business problems tend to be very complex, approaches such as business experience, intuition, and thoughtful guesswork can no longer be applied to resolve managerial situations. The methods discussed in this course are implemented in a user-friendly computer software package and are then applied to complex problems.

9. Why is this course being proposed?

The course fits within the FEMBA program offered by CoBA. This course aims to equip our students with an understanding of how to use forecasting as the basis of better decisions and plans. As such, the course is a true complement to the existing courses in the FEMBA program. As evident in the proposed syllabus, the course also employs a learn-by-doing pedagogy and emphasizes practical application.

10. Mode of Instruction*

For definitions of the Course Classification Numbers:
http://www.csusm.edu/academic_programs/curriculumschedu
ling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/
Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	3	C2
Activity		
Lab		

11. Grading Method:*
☒ Normal (N) *(Allows Letter Grade +/-, and Credit/No Credit)*
☐ Normal Plus Report-in-Progress (NP) *(Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)*
☐ Credit/No Credit Only (C)
☐ Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? ☐ Yes ☒ No

☐ Faculty   ☐ Credential Analyst   ☐ Dean   ☐ Program/Department - Director/Chair

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

14. Course Can be Taken for Credit More than Once? ☐ Yes ☒ No
If yes, how many times?   (including first offering)

15. Is Course Crosslisted: ☐ Yes ☒ No

If yes, indicate which course   and check "yes" in item #22 below.

16. Prerequisite(s): ☒ Yes ☐ No   BA 615

17. Corequisite(s): ☐ Yes ☒ No

18. Documentation attached:
       ☒ Syllabus   ☐ Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*

20. How often will this course be offered once established?*   Once a Year

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PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)?   ☒ Yes ☐ No

If yes, please specify:
    Elective course for FEMBA students

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)*   ☐ Yes ☒ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Discipline _____   _____   _____Support _____Oppose
                      Signature   Date

Discipline _____   _____   _____Support _____Oppose
                      Signature   Date

SIGNATURES : (COLLEGE LEVEL) :   **(UNIVERSITY LEVEL)**

Robert Aboolian   9/12/16
1. Originator (please print or type name)   Date   5. UCC Committee Chair   Date

2. Program Director/Chair   Date   6. Vice President for Academic Affairs (or Designee)   Date
                             11-15-16

3. College Curriculum Committee   Date   7. President (or Designee)   Date
                             11/15/16

4. College Dean (or Designee)   Date

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

Business Forecasting for Managers– BA xxx

FEMBA Program Summer 2017

College of Business Administration

California State University San Marcos

Instructor: Dr. Robert Aboolian **Office:** MARK 443 **E-mail:** raboolia@csusm.edu

REQUIRED TEXTBOOK:

J.H. Wilson and B. Keating, "Business Forecasting with ForecastX", sixth edition 2009

COURSE DESCRIPTION AND OBJECTIVES:

This course in concerned with methods used to predict the uncertain nature of business trends in an effort to help managers make better decisions and plans. We study manipulation of historical data in search for patterns that can be effectively extrapolated to produce a forecast. Today's business problems tend to be very complex, approaches such as business experience, intuition, and thoughtful guesswork can no longer be applied to resolve managerial situations. When the methods discussed in this course are implemented in a user-friendly computer software package and are then applied to complex problems, the results can be amazing.

STUDENT LEARNING OUTCOMES:

- Upon completion of this course the students will be able to:
- Recognize trend and cyclical components in time series data.
- Implement Naïve, Averaging, and Smoothing methods to forecast time series data, and to interpret the result.
- Recognize seasonality in time series and calculate seasonality-adjusted data.
- Forecast a seasonal time series.
- Develop and analyze linear regression models.
- Develop and analyze multiple regression models.
- Develop and analyze regression models with time series data.
- Develop and analyze time-series decomposition models.
- Develop and analyze autoregressive integrated moving average (ARIMA) models.
- Fit a pattern or a family of patterns to a set of data using data mining

EVALUATION: Your course grade will be based on:

- Individual homework assignments (25%)
- Group Real Life Project (25%)
- Exam 1 (25%)
- Exam 2 (25%)

Group Project: The group project involves using forecasting methods in solving a real-world problem, ideally one involving your workplace. Each team is required to deliver a final report (15-20 pages). Students are encouraged to work in a team for project reports. The size of the teams is determined based on the enrollment. Each team must submit a one-page proposal.

Project Report: Each case study will require a written report and the use of computer software. It should be appropriate as a consulting report. The general plan of a project report should be as follows:

Executive Summary: a clear summary of the issues raised by the managerial situations, your approach and your findings.

Analysis and approach: A detailed analysis of explanation of the analytical approach followed by the students in solving the problem.

Recommendations: a clear and concise summary of the recommendations for the specific actions to be taken targeted at the manager who may decide to implement these recommendations.

HOMEWORK ASSIGNMENTS: Homework assignments are designed to help you learn the mechanics of the methods discussed in class and to give you an opportunity to apply these concepts in a straightforward manner. In addition to their value as learning exercises, doing a careful and thorough job on the homework assignments is the best preparation for the midterm and final exams. Homework assignments should be done individually.

GRADING POLICY: CLASS PARTICIPATION AND BEHAVIOR: Note that Class Participation forms an important component of the final grade. Students can only score well in that if they regularly attend and actively participate in class discussions. Each student brings experience that others in the class can benefit from and thus attendance can enhance the learning experience of the entire class (including the instructor). Students are expected to respect the rights of their classmates by exhibiting behavior that is conducive (or not disruptive) to the learning environment of the classroom. Cell phones should be turned off or put on silent ring or vibrate. Phone calls should not be made or taken during the class period. If there is an emergency situation that prevents you from adhering to this

policy, please see your instructor to discuss it as soon as possible. Students are expected to refrain from using computers during class time for activities that are NOT related to the class topic being discussed that day. These activities include, but are not limited to navigating social networks, game playing, and instant messaging.

ACADEMIC HONESTY STATEMENT: Students will be expected to adhere to standards of academic honesty and integrity, as outlined in the Student Academic Honesty Policy. All written work and oral presentation assignments must be original work. All ideas/material that are borrowed from other sources must have appropriate references to the original sources. Any quoted material should give credit to the source and be punctuated with quotation marks.

ADA STATEMENT: Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentations to the Office of Disabled Student Services (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750- 4905, or TTY (760) 750-4909. Students authorized by DSS to receive reasonable accommodations should meet with me during my office hours in order to ensure confidentiality.

Note: It is the student's responsibility to understand and follow the University Policies as stated in the catalog.

TENTATIVE SCHEDULE:

Please note that although emphasis will be on tentative part, class progress and interest will dictate topic selection and speed of coverage.

Week	Topics	Notes
1	Introduction to Forecasting, Exploring Data Patterns, and Moving Averages Method	
2	Exponential Smoothing Forecasting Methods Introduction to Forecasting with Regression	Homework 1
3	Forecasting with Multiple Regression	Homework 2, Exam 1
4	Time-Series Decomposition Box-Jenkins (ARIMA) Methodology	Homework 3
5	Introduction to data Mining	Homework 4, Exam 2, Project Report

MASTER OF BUSINESS ADMINISTRATION

Philosophy

The fundamental mission of the College of Business Administration is to educate the leaders of tomorrow's business and non-profit organizations. The objective of our MBA program is to provide our graduates with the skills and knowledge essential for management and leadership in 21st century organizations. We use a variety of pedagogical techniques in the classroom to facilitate learning. Our curriculum integrates traditional business disciplines and recognizes the importance of both theory and practice. The program emphasizes skills and values that are essential to effective leadership, including:

- Ethics
- Communication
- Teamwork
- Global and Environmentally Conscious Viewpoint
- Use of Technology
- Problem Recognition and Solving

The program makes use of information technologies in the delivery of the program and requires that students develop a significant level of proficiency in the application of technology. Information literacy and library research skills are salient in the dynamic world of global business and are emphasized in the program. The curriculum stresses the importance of good communication skills for successful management; thus written and oral presentations are part of every course.

Student Learning Outcomes

Graduates of this program will be able to:

Knowledge
- Demonstrate knowledge of core business concepts, models, and theories.
- Select the proper tactical tools, theories and methodologies to use for approaching solutions to strategic problems.

Skills
- Apply knowledge of tactical tools, theories, and methodologies in solving business problems through rigorous case studies and projects.
- Analyze quantitative and qualitative data to critical argument and decisions.
- Present data-driven decisions through effective oral and written communication.

Behaviors
- Demonstrate the ability to work collaboratively in team projects as participants and as leaders.
- Identify potential areas of ethical conflicts and offer solutions to them.
- Evaluate the ramifications of strategic decisions in a global context.

Master of Business Administration, Fully Employed:

Description of the Program

The Master of Business Administration is designed for the employed student who has several years of work experience as a professional and is either preparing to enter management or has moderate management experience.

Program Schedule

The program is designed for working professionals in a cohort format. Groups of 25-40 students take courses in a predetermined sequence. The full Master's Program can be completed in 18 months. Students attend a Summer-Fall-Spring-Summer-Fall sequence.

Admission Requirements

1. A GMAT score of 500 or above, with a minimum 30th percentile score in the Verbal section, a minimum 30th percentile score in the Quantitative section, and a 4.0 score in the Analytical Writing section.

2. A Grade Point Average (GPA) of "B" (3.0) or better in the last 60 graded semester units, from a WASC-equivalent university. Only regular courses from four-year colleges and/or universities will be used in calculating an applicant's GPA–no extension courses or community college courses will be included.

3. The Work Experience requirement is at least three years of full time, professionally relevant work experience.

The primary data for assessment includes the following required items:

- Transcripts from all colleges and universities previously attended.
- The Graduate Management Aptitude Test (GMAT), taken within the last 5 years.
- Resume documenting at least 3 years of professionally relevant work experience.

- Two essays, one discussing the anticipated rewards and challenges of attending the program, and the other outlining your past achievements as an indicator of your potential for a successful management career.
- Three letters of recommendations.

The admissions committee will also evaluate the applicant's skills in quantitative methods (including basic calculus), communication, and computer applications. Where deficiencies are identified, the applicant may be required to complete equivalent courses or workshops.

Master's Student Graduate Writing Assessment Requirement

Students need to fulfill the Master's Student Graduate Writing Assessment Requirement before advancing to candidacy. Please refer to page 101 for more information regarding this requirement.

Advancement to candidacy

In order to be considered for advancement, FEMBA students must be in good standing with an overall graduate GPA of at least 3.0, have fulfilled the master's student Graduate Writing Assessment Requirement, and have no more than 11 units (including BA 650, BA 671, BA 673 and BA 680) remaining towards the completion of the FEMBA program.

Graduation Requirements

Completion of the MBA degree requires: (1) an overall GPA of at least 3.0 (B average) in all coursework within the program, (2) a minimum grade of 2.0 (C) in each course, (3) fulfillment of the master's student Graduate Writing Assessment Requirement, (4) advancement to candidacy and (5) fulfillment of the master's project culminating experience requirement.

The program requires a total of 41 units.

Core Courses (35 units):

BA 611 (3 units)
BA 615 (3 units)
BA 616 (3 units)
BA 617 (3 units)
BA 621 (3 units)
BA 625 (3 units)
BA 626 (3 units)

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BA 630 (3 units)
BA 635 (3 units)
BA 645 (3 units)
BA 650 (3 units)
BA 671 (1 unit)
BA 673 (1 unit)

Elective (3 units) – select at least 3 units below:

BA 600 (3 units)
BA 643 (3 units)
BA 649 (3 units)
BA 690 (1-4 units)
GBM 685 (4 units)

Final Project (3 units):

BA 680 (3 units)