

# BUSINESS ANALYSIS AND FORECASTING TECHNIQUES

(FEBRUARY 2 - 4, 2012)



## PROGRAMME PERSPECTIVE

*Business, more than any other occupation, is a continual dealing with the future; it is continual calculation, an instinctive exercise in foresight.*

- **Henry R. Luce**

Today's business environment is relentlessly subject to rapid, complex and significant changes. Growing competition, rapidly changing economic environment, financial market upheavals, and, constant innovations in technology, require business managers to be ever prepared, and, to re-examine their views on business research and analysis frequently. Business analysis serves as a liaison between stakeholders and technical teams. It combines systematic thinking, forecasting, modeling, planning, innovating, communicating, root cause analysis, and, several other analytical skills to make the business successful. Long term success is closely linked to how well the management can foresee the future, and plan appropriately, to achieve clarity of direction, accomplish growth targets, and also, to deal with future, unforeseen scenarios. Planning therefore, provides the blue print of business growth and success, and the road map to development. Planning may be start-up, internal, operations, strategic, financial, marketing, or, scenario planning by nature.

An important function of business is forecasting. It provides the foundation for almost every kind of business decision making. A forecast is typically, the starting point for planning. Managers in both private and public organizations typically operate under conditions of uncertainty or risk. The objective of forecasting is to reduce the risk in decision making.

Forecasts are used everywhere. Marketing managers use sales forecasts to determine optimal sales force allocations, set sales goals and identify target audience (customers), and plan promotions and advertising. Production planners need forecasts to schedule production activities, order materials, establish inventory levels and plan shipments. Financial planners require forecasts about future economic activity in order to plan for capital investments, so that returns or cash inflows

accruing from the investment may be estimated. Sound predictions of foreign exchange rates are extremely important to managers of multinational companies. Personnel department requires forecasts in planning for human resources. Managers of non-profit organizations and public administrators also must make forecasts for budgeting purposes. Universities forecast student enrollments, cost of operations, and funds to be allocated for tuition and research purposes. Finally, the service sector which accounts for more than 60% of Indian GDP, and includes banks, insurance companies, and, financial institutions as well as restaurants, hotels etc. need various projections for its operational and long term strategic planning. Banks need to forecast demands for various loans and deposits, money as well as credit conditions.

Forecasting procedures may be classified as short term or long term, quantitative or qualitative. The choice of a forecasting technique is significantly influenced by the stage of the firm life cycle, or, the product life cycle, and also, by the type of the firm or industry for which a decision is being made.

## OBJECTIVES OF THE PROGRAMME

This programme aims to enhance the understanding of business forecasting from an applied perspective. It seeks to introduce the participants to statistical and quantitative analysis to measure past performance and guide business planning and analysis. It explains how forecasts are made and utilized, combining both qualitative and quantitative forecasting techniques. The broad objectives of this programme are:

- Understand the needs of managers to forecast so as to make informed decisions.
- Determine what to forecast and identify time dimensions.
- Be aware of the various and latest techniques of forecasting, their advantages and disadvantages.
- Interpret and analyze forecast results.
- Apply these techniques for day to day decision making to help increase efficiency.

## TARGET AUDIENCE

The programme is designed for working professionals, both from the public and private sector, specifically in the departments of strategic planning and decision making, marketing, production, financial planning, and human resources; as also, those working in banks and the financial sector.

## PROGRAMME CONTENT

The programme will cover the following topics:

- 1) Introduction to business analysis.
- 2) Role of planning in business.
- 3) Introduction to Forecasting, its relevance and importance.
- 4) Qualitative and Quantitative Methods of Forecasting
- 5) Evaluation of forecasts, and choice of forecasting tools.
- 6) Applications in different areas such as marketing and sales, revenue, financial planning, strategic planning, economic forecasts.

## TRAINING/ LEARNING METHODOLOGY

The programme will be highly intensive in nature, with a judicious blend of pedagogical tools like Lectures, Case Studies, Group-work and interaction, and, Experience Sharing of eminent practitioners from the industry.

**Organisational Sponsorship is essential.**

## FACULTY

In addition to our College faculty, experts from various fields in the industry will share their valuable views and experiences with the participants.

## VENUE

The Programme is fully residential and the participants will be accommodated in single air-conditioned rooms in the Bella Vista or the College Park Campus of the College at Hyderabad. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Campus will be arranged by the College.

## DURATION

The Programme duration is from **Thursday, Februar 2, 2012 to Saturday 4,**

**February, 2012.** The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

## PROGRAMME FEE

Rs. 26,500/- (US\$ 1160 if foreign) plus Service Tax @10.30% per participant will be charged to cover tuition, board and lodging, courseware and other facilities of the College including Internet usage. Local participants not availing hostel accommodation will be given a discount of Rs. 1,000/- per day for the duration of the programme.

A concession of ten percent is given to the second nominee and onwards. A ten per cent concession is also given to a woman participant. In either case, the maximum allowable concession is 10%.

## MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

## LAST DATE FOR NOMINATION

The nomination form duly filled in along with the demand draft made out in favour of "**Administrative Staff College of India**" payable at Hyderabad, should reach the **Programmes Officer by January 19, 2012.**

## LAST DATE FOR WITHDRAWAL

**January 26, 2012.** Any withdrawals after this date will entail forfeiture of fee paid.

## ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

## CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme.

Programme Director  
**Dr. Sutanuka Dev Roy**  
E-mail : sdevroy@asci.org.in

# ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2011-12

<b>GENERAL MANAGEMENT</b>		
GMP for Senior Executives – Session 118	9-Jan-2012	3-Feb-2012
MDP for Women Executives	9-Jan-2012	13-Jan-2012
<b>ECONOMICS</b>		
Business Analysis and Forecasting Techniques	2-Feb-2012	4-Feb-2012
Financial Systems, Management and Accountability in Government	13-Feb-2012	17-Feb-2012
<b>ENVIRONMENT</b>		
Pharma & Chemical Sector - Environmental Aspects & Mitigation Planning	23-Jan-2012	25-Jan-2012
<b>FINANCE</b>		
Managing Costs to Enhance Profitability	9-Jan-2012	11-Jan-2012
Financial Valuation	1-Feb-2012	3-Feb-2012
<b>GENDER STUDIES</b>		
Gender Budgeting and Planning	23-Jan-2012	25-Jan-2012
Enabling Gender Inclusivity & Leadership for Women Managers	8-Mar-2012	10-Mar-2012
<b>HUMAN RESOURCE MANAGEMENT</b>		
HRM for Line Managers	5-Dec-2011	9-Dec-2011
Strategic Leadership	12-Dec-2011	16-Dec-2011
Improving Work Culture	19-Dec-2011	21-Dec-2011
Leadership for Managing Change	16-Jan-2012	20-Jan-2012
Communication Skills for Managers	30-Jan-2012	3-Feb-2012
Strategic Human Resource Management	6-Feb-2012	10-Feb-2012
Executive Coaching for Leadership Development	6-Feb-2012	10-Feb-2012
Team Building and Conflict Management	20-Feb-2012	24-Feb-2012
Decision Making for Effective Leadership	5-Mar-2012	9-Mar-2012
Effective Trade Union Management	26-Mar-2012	30-Mar-2012
<b>HEALTH STUDIES</b>		
Using Data for Programme Monitoring & Evaluation	5-Mar-2012	7-Mar-2012
Managing Hospitals Effectively	6-Feb-2012	10-Feb-2012
R&R-Policies and Issues	2-Feb-2012	4-Feb-2012
<b>INNOVATION &amp; TECHNOLOGY</b>		
Innovation Management	6-Feb-2012	10-Feb-2012
<b>INFORMATION TECHNOLOGY</b>		
e-Procurement	5-Dec-2011	7-Dec-2011
IT Enabled Knowledge Management	22-Feb-2012	24-Feb-2012
Management of IT	12-Mar-2012	14-Mar-2012
<b>OPERATIONS</b>		
Lean Manufacturing	30-Jan-2012	1-Feb-2012
Procurement Procedures for World Bank Aided Projects	6-Feb-2012	17-Feb-2012
Project & Contract Management	5-Mar-2012	9-Mar-2012
<b>RESETTLEMENT &amp; REHABILITATION</b>		
R&R and Environmental Policies Issues for Development Projects	22-Feb-2012	24-Feb-2012
<b>STRATEGIC MANAGEMENT</b>		
Strategic Management	13-Feb-2012	17-Feb-2012
<b>URBAN GOVERNANCE</b>		
Change Management for Achieving Continuous		
Water Supply (24/7) for all in Urban Areas	12-Dec-2011	16-Dec-2011
Towards Universal Sanitation in Urban Areas	4-Dec-2011	6-Dec-2011
ASCI-WBI MDP on Strengthening Urban Management in India	16-Jan-2012	20-Jan-2012
Public Private Partnership in Urban Infrastructure and Service Delivery	5-Mar-2012	7-Mar-2012



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad - 500 082, India.

**Telefax (Programmes Office) : 0091-40-23324365**

Phone : 0091-40-66534247, Fax: 0091-40-66534356

Cable: BELLAVISTA, Email: [poffice@asci.org.in](mailto:poffice@asci.org.in)

**Website : <http://www.asci.org.in>**



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, A.P. (India)

**Nomination Form**  
**Business Analysis and Forecasting Techniques**  
February 2 - 4, 2012

**Nominee's Personal Information :**

Name	:	_____	Date of Birth	:	_____	
Designation	:	_____				
Organisation	:	_____				
Address	:	_____				
Phone(s)	:	(Off) : _____	(Mobile) :	_____	Home :	_____
e-mail	:	_____	Fax	:	_____	
Education	:	_____				

Training Programmes Attended : \_\_\_\_\_

**Nominee's Career Profile**

Organisation	Position	Responsibility	No. of Years

**Expectations from the programme :**


**Medical Insurance :**

Name of the Insurance Agency	Policy Number	Validity upto
<b>Note:</b> Coverage should be available in Hyderabad, India.		
Amount Payable :	Mode of Payment (DD/Ch) :	
Instrument Number :	Date of Instrument :	
Name of the Bank :		

Signature of the Sponsoring Authority :

Name :

Designation :

Date :

**NOTE :** Forward nomination form to : **Mrs. P. Mahalaxmi, Programmes Officer** , Administrative Staff College of India, Bella Vista, Hyderabad - 500 082. Phone : 0091-40-66534247, Mobile: 09246203535, Telefax: 0091-040-23324365, Fax: 0091-040-66534356. e-mail: poffice@asci.org.in



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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**Dr. Sutanuka Dev Roy**  
Programme Director

December 20, 2011

Programme on  
**Business Analysis and Forecasting Techniques**  
(February 2 - 4, 2012)

Dear Sir/Madam,

Business analysis, as we know, is all about improving the functioning of the business/organization. It requires in-depth study of the enterprise, so as to understand the difference between the business/organization as it is, and the business/organization, that we want it to be. This involves multiple activities such as identifying business requirements, finding solutions to business problems, streamlining business practices, scrutinizing various operational procedures, ensuring optimal utilization of resources, and, strategic planning, to chart out roadmaps to attain the desired future state.

An important component of business analysis is forecasting. It serves as the basis for every business decision, and planning procedure. Since business decision making both in the public and private sector, more often than not occur under circumstances of uncertainty, the basic objective of forecasting, is to reduce the risk in managerial decision making. Long run success of business/organization is dependent upon how far and how well management can foresee the future, and act accordingly.

With this objective in mind, the Administrative Staff College of India (ASCI) is launching a three day training programme on 'Business Analysis and Forecasting techniques' from February 2-4, 2012. The programme aims to use quantitative and qualitative forecasting techniques to enhance the understanding of business forecasting from an applied perspective, so as to facilitate improved business planning and analysis. It is designed for working professionals both from the public and the private sector, especially in the departments of strategic planning and decision making, financial planning, marketing, production, human resources; as also those working in banks, insurance, and the financial sector.

A brochure setting out the details of the programme is enclosed. We look forward to receiving your nominations at the earliest. All mails regarding the programme may be directed to [sdevroy@asci.org.in](mailto:sdevroy@asci.org.in)

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

Thanking you,

Yours faithfully,

(Sutanuka Dev Roy)

Encl : Brochure & Nomination Form.