Faculty of Management Studies

Master of Business Administration (Sem-I)

In Effect from Academic Year 2026-27

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Demand Analysis & Forecasting
Course Code:	3MS2010114T
Pre-requisite Course:	Basic of Mathematics

Course Objectives:

- Develop analytical understanding of demand theory
- Enable estimation of demand functions using quantitative tools
- Apply elasticity concepts to pricing and revenue strategy
- Introduce modern forecasting techniques for business planning
- Strengthen data interpretation and decision-making skills

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	-	50	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	**Demand Theory and Managerial Relevance** Nature and scope of demand analysis, Demand function: determinants and specification, Consumer behavior and utility approach, Revealed preference theory, Market demand vs firm demand, Managerial uses of demand analysis	15	50%
2	**Forecasting Techniques** • Importance of forecasting in management • Types of forecasting (short, medium, long-term) **Qualitative Forecasting Methods** • Consumer intention surveys • Delphi technique • Jury of executive opinion **Quantitative Forecasting Methods** • Time series components • Trend projection techniques • Moving averages • Exponential smoothing • Seasonal adjustment • Regression forecasting • Barometric indicators	15	50%

Text Books:

Sr.No	Book
1	Managerial Economics: Analysis of Managerial Decision Making by H L Ahuja, S Chand Publishing
2	Essentials of Econometrics by Damodar Gujarati, Sage Publications

Reference Books:

Sr.No	Book
1	Demand Driven Forecasting by Charles Chase Jr., Wiley
2	Managerial Economic by D N Dwivedi, Vikash Publishing
3	Seasonal Adjustment Methods and Real Trend-Cycle Estimation by Estela Bee Dagum and Silvia Bianconcini, Springer

Journals/Magazines

1. The Economist – Global economic forecasting
2. Harvard Business Review – Strategy & analytics
3. Bloomberg Business week – Market trends
4. Indian Journal of Economics and Business - Applied economic analysis in Indian markets
5. Vikalpa – The Journal for Decision Makers (IIMA) - Managerial decision-making and forecasting

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	**Description**	**Bloom's Taxonomy Level**
CLO1	Explain the fundamental concepts of demand, elasticity, and forecasting used in managerial decision-making.	Understand
CLO2	Apply demand estimation and elasticity techniques to solve business and pricing problems.	Apply
CLO3	Analyze demand determinants and forecasting data in competitive market environments.	Analyze
CLO4	Evaluate qualitative and quantitative forecasting models for managerial effectiveness and accuracy.	Evaluate
CLO5	Develop demand forecasts and strategic recommendations for business planning using appropriate tools.	Create

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	**Program Outcomes (POs)**								**Program Specific Outcomes (PSOs)**	
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PSO1**	**PSO2**
CLO1	H	L	L	L	L		L		M	L
CLO2	H	M	M	L		L			H	M
CLO3	M	H	M	L			M		H	M
CLO4	M	H	M	L	L		M	L	M	H
CLO5	H	M	H	M	L	M	M	M	H	H

H: High, M: Medium, L: Low

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