Action taken by the Senate Committee on Undergraduate Studies at its meeting of 3 June 1980 gives rise to the following motion:

MOTION

That Senate approve and recommend approval to the Board of Governors, as set forth in S80-85, the new course BUEC 444-5 (Forecasting in Business and Economics).

FOR INFORMATION

Under the authority delegated to it, SCUS approved the proposed change in credit hours for BUS. 444-5 (Marketing Research) from 4 semester hours to 5 semester hours. The change is to be effective for the Fall semester 80-3. It has come about in order to acknowledge the substantial workload required of students because of the research involved in the course.
MEMORANDUM

Mr. H. Evans, Registrar
Secretary, S.C.U.S.

from
Sheila Roberts
Secretary
Faculty of Arts Curriculum Committee

Subject: New Course Proposal -
BUEC 433-5: Forecasting in Business and Economics

Date: May 21, 1980

The Faculty of Arts Curriculum Committee, at its meeting of May 8, 1980, approved BUEC 433-5: Forecasting in Business and Economics, for permanent inclusion in the calendar. This course was distributed to other faculties on April 16th for overlap consideration. Please place it on the agenda of the next meeting of S.C.U.S.

Thank you.

S. Roberts

C.C. M. Khan, Economics

RECEIVED

MAY 22 1980
REGISTRAR'S OFFICE
MAIL DESK
SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

Title of Course: Forecasting in Business and Economics

Calendar Description of Course: Modern techniques of statistical, econometric, population and technological forecasting are presented along with discussions of a wide range of topics including Box-Jenkins methods, leading indicators, survey data, world models and the use of information sets of increasing size. Applied work on the Canadian and B.C. economies.

Nature of Course: Lecture/Tutorial

Prerequisites (or special instructions): BUEC 333

What course (courses), if any, is being dropped from the calendar if this course is approved: None.

2. Scheduling

How frequently will the course be offered? Once or twice per year depending on demand.

Semester in which the course will first be offered: Fall

Which of your present faculty would be available to make the proposed offering possible? R. Holmes, D. Maki, E. Love, P. Kennedy.

3. Objectives of the Course

To provide instruction on modern forecasting methods of use in applied economics and business forecasting, and to provide experience in preparing forecasts of the Canadian and B.C. economies. This course will draw on and supplement a forecasting research program being developed in the Department of Business Administration.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None
Staff None
Library None
Audio Visual None
Space None
Equipment Computer time for students

5. Approval

Date: May 21, 1980

S. O. Hoy
Department Chairman

R. C. Birch
Dean
Chairman, SCUS

SCUS 73-34b: (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).
1. Basic Concepts of Forecasting (types of forecasts, information sets and cost functions)

2. Trend Fitting and Forecasting (linear, exponential, parabolic, modified exponential, Gompertz and logistic trends)

3. Time Series Models (autoregression and moving average models: the Box–Jenkins approach)

4. Regression Methods and Econometrics Models (single and simultaneous equation models)

5. Survey Data (anticipation data and surveys of forecasters)

6. Leading Indicators (finding and evaluating leading indicators)

7. Evaluation and Combination of Forecasts

8. Population Forecasts (population projections and birth-rate forecasts)

9. Technological Forecasts (growth curves, the Delphi and other methods)

10. World Models (the LINK and MOIRA models)

**Other Readings by Topic**

**Basic Concepts and Trend Fitting**


**Time Series Models**


Winters, P.R. "Forecasting Sales by Exponentially Weighted Moving Averages" *Management Science* 6, 324-42.

**Regression Methods and Econometric Models**


**Leading Indicators**

Hymans, Saul H. "On the Use of Leading Indicators to Predict Cyclical Turning Points" *Brookings Papers on Econometric Activity*, No. 2, pp. 339-84.

Moore, G.H., "The Analysis of Economic Indicators" *Scientific American*, 232 (Jan.), 17-23.


Evaluation and Combination of Forecasts


Population Forecasting


Technological Forecasting


World Models


World Models


SFU LIBRARY COLLECTION EVALUATION
(To be completed only for new course or program proposals.)

1. Course No. and Name or Program: BUEC 433-5, Forecasting in Business & Economics
   Date to be offered: Fall '81

2. Resources currently in collection: see attached survey
   Reading lists, No. and % of titles available: 2
   Related materials in general collection:
     Monographs:
     Serials Subscriptions:
     Backfiles:
     Other:

3. Recommended additions to collection: Monographs: normal buying should be sufficient
   (Indicate approx. no. of titles, vols.,
    date, as appropriate)
   Monographs:
   New serials subscriptions: possibly 2
   Serials backfiles: possibly 1 of the above
   Other (specify):

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<thead>
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<tbody>
<tr>
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</tr>
<tr>
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4. Comments:
The course appears to be adequately supported qualitatively.
If a large number of students take it a few extra copies of
key titles may be needed.

For Library

For Faculty Department
Collection Survey for BUEC 433-5

The following lists were checked against SFU Library's collection to determine support for this course:

1. A reading list included with the course outline.


5. Books in print: subjects under 'Business forecasting' and 'Economic forecasting'.

The results of the checking were as follows:

<table>
<thead>
<tr>
<th>Source #</th>
<th>Books</th>
<th>Journals</th>
<th>% at SFU</th>
<th>% at SFU</th>
</tr>
</thead>
<tbody>
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<td>Here</td>
<td>Not here</td>
</tr>
<tr>
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<td>1</td>
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<tr>
<td>4</td>
<td>26</td>
<td>7</td>
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<td>13</td>
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<tr>
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<td>16</td>
<td>85.5</td>
<td>69</td>
</tr>
</tbody>
</table>

Some of the monographs on these lists which the Library lacks are in other languages or deal with technological applications. Order cards have been made for 2 titles it was felt we should acquire whether or not the course is given.

Of 48 separate titles of journals mentioned, SFU Library has complete runs of 36. Two subscriptions could be considered for purchase: *Long Range Planning* and the Manchester Business School *Working Papers*.

Necessary indexes, abstracts and reference works are already present in the collection, which appears adequate to support the course.
MEMORANDUM

To: Mr. H. Evans, Registrar
Secretary, S.C.U.S.

Change of Credit Hours
Subject: BUS. 444-5 Marketing Research

From: Sheila Roberts
Secretary
Faculty of Arts Curriculum Committee

Date: May 21, 1980

The Faculty of Arts Curriculum Committee, at its meeting of May 8, 1980, approved an increase of credit hours for BUS. 444: Marketing Research, from four hours to five hours. It was noted that there has been a corresponding vector change. Would you please place this program on the agenda of the next meeting of S.C.U.S.

Thank you.

S. Roberts

cc. M. Khan, Economics

RECEIVED

MAY 22, 1980
REGISTRAR'S OFFICE
MAIL DESK

In this paper, for Bus. read BUS. Comm
CHANGE OF CREDIT HOURS AND THE ADDITION OF SPECIAL INSTRUCTIONS

Bus. 444-4
TO
Bus. 444-5
(Comm 444-4)
p. 118, 1979/80

RATIONALE: The work load in Comm 444 warrants the additional credit hour. Further, the additional hour will allow students time to do research into the use of computing methods on marketing problems.

ADDITION: Students with credit for Comm 443-3 and Bus (Comm 444-4) may not take this course for further credit.
1. Calendar Information

Department: Business Administration

Abbreviation Code: Bus. Course Number: 444 Credit Hours: 5 Vector: 3-2-0

Title of Course: Marketing Research

Calendar Description of Course: An introduction to the identification of marketing problems, hypothesis formulation, data collection, processing and analysis; examination of secondary and primary sources of information; experimental, survey and clinical research designs; marketing research proposals and presentation of findings; the theory and application of sampling, measurement and testing.

Nature of Course

Prerequisites (or special instructions): Comm 343-3 and Econ/Comm 332-3. 60 credit hours.

Corequisite: Econ/Comm 333-3

Students with credit for Comm 443-3 and Bus. (Comm) 444-4 may not take this course for further credit.

What course (courses), if any, is being dropped from the calendar if this course is approved: None

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty
Staff
Library
Audio Visual
Space
Equipment

5. Approval

Date: 1/5/80

Department Chairman

Chairman, SCUS

SCUS 73-34b: (When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).
The Faculty of Arts Curriculum Committee, at its meeting of May 8, 1980, approved an increase of credit hours for BUS. 444: Marketing Research, from four hours to five hours. It was noted that there has been a corresponding vector change. Would you please place this program on the agenda of the next meeting of S.C.U.S.

Thank you.

S. Roberts

c.c. M. Khan, Economics
CHANGE OF CREDIT HOURS AND THE ADDITION OF SPECIAL INSTRUCTIONS

Bus. 444-4

TO

Bus. 444-5

(Comm 444-4)

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Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible?

3. Objectives of the Course

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty
Staff
Library
Audio Visual
Space
Equipment

5. Approval

Date: 18/1/80  2/5/80

Department Chairman
Dean
Chairman, SCUS

SCUS 73-34b:-(When completing this form, for instructions see Memorandum SCUS 73-34a. Attach course outline).