

SIMON FRASER UNIVERSITY

S.80-85

MEMORANDUM

Senate

From..... Senate Committee on
Undergraduate Studies

Subject..... School of Business Administration and Economics: New Course and Change of Credit Hours
Date..... 1980-06-18

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 ~~443-5~~ ⁴³³⁻⁵ (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.



SIMON FRASER UNIVERSITY

SCUS 80-27

MEMORANDUM

Mr. H. Evans, Registrar	From	Sheila Roberts
Secretary, S.C.U.S.		Secretary
New Course Proposal -		Faculty of Arts Curriculum Committee
Subject. BUEC 433-5: Forecasting in	Date	May 21, 1980
Business and Economics		

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

SR/md

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MAY 22 1980

REGISTRAR'S OFFICE
MAIL DESK

C 80-5 E
APR 15 1980SENATE COMMITTEE ON UNDERGRADUATE STUDIESNEW COURSE PROPOSAL FORM

FACULTY OF B.A.

1. Calendar InformationDepartment: Business AdministrationAbbreviation Code: BUEC Course Number: 433 Credit Hours: 5 Vector: (3-2-0)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/TutorialPrerequisites (or special instructions): BUEC 333

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

2. SchedulingHow frequently will the course be offered? Once or twice per year depending on demand.Semester in which the course will first be offered? 81-3Which 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 NoneStaff NoneLibrary NoneAudio Visual NoneSpace NoneEquipment Computer time for students5. ApprovalDate: May 21/80

J. C. Hoyle
Department Chairman

R. C. Brown
Dean

D. R. Birch
Chairman, SCUS

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)

Reading List

Text: C.W.J. Granger Forecasting in Business and Economics,
Academic Press, 1980.

Other Readings by Topic

Basic Concepts and Trend Fitting

Armstrong, J. Scott Long Range Forecasting, from Crystal Ball to Computer,
Wiley, 1978.

Martino, J.P., Technological Forecasting for Decision Making,
Amer. Elsevier, 1972.

Oakley, C.O. and Baker, J.C., "Least Squares and the 3.40 Minute Mile"
Mathematics Teacher, 70 (4) 322-324.

Time Series Models

Anderson, O. Time Series Analysis and Forecasting: The Box-Jenkins
Approach, Butterworth, 1976.

Box, G.E. P. and Jenkins, J.M., Time Series Analysis, Forecasting and Control,
Holden Day, 1970.

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

Regression Methods and Econometric Models

Granger, C.W.J. and Morgenstern, O. Predictability of Stock Market Prices,
Heath, 1970.

Klein, L.R. An Essay on the Theory of Economic Prediction, Markham, 1971.

Pindyck, R. and Rubinfeld, D.L. Econometric Models and Economic Forecasts,
McGraw Hill, 1976.

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.

Shiskin J. and Lampert L.H., "Indicator Forecasting" in Methods and Techniques of Business Forecasting, (Butler, W.F., Kavesh, R.A., and Platt, R.B., ed.) Prentice Hall, 1976.

Stekler, O. and Schepman, M., "Forecasting with an Index of Leading Series" Journal of the American Statistical Association, 68, 291-295.

Yeats, A.J. "An Evaluation of the Predictive Ability of the FRB Sensitive Price Index" Journal of the American Statistical Association, 36, 782-9

Evaluation and Combination of Forecasts

Armstrong, J. Scott. Long-Range Forecasting from Crystal Ball to Computer, Wiley, 1978, part 2.

Cooper, R.L. in Econometric Models of Cyclical Behaviour (B. Hickman, ed.) Columbia Univ. Press, 1972.

Granger, C.W.J. and Newbold, P. Forecasting Economic Time Series, Academic Press, 1976, Ch. 8.

Population Forecasting

Pressar, R. Demographic Analysis, Aldine: Atherton, 1972.

Technological Forecasting

Gabor, D. Inventing the Future, Secker and Warburg, 1963.

Kahn, H. The Next 200 Years: A Scenario for America and the World, Tomorrow, 1976.

Kahn, H. and Weiner, A.J. The Year 2000, MacMillan, 1967.

Martino, J.P., Technological Forecasting for Decision Making, Amer. Elsevier, 1972.

World Models

Bruckman, G. "A Pre-evaluation of Moira" Technological Forecasting and Social Change, 10, 21-26.

De Hoogh, J. et.al. "Food for a Growing World Population" Technological Forecasting and Social Change, 10, 27, 51.

Forrester, J.W., World Dynamics, Wright-Allen, 1971.

Meadows, D.H. et.al. The Limits to Growth, New Amer. Library, 1972.

World Models

Meadows, D.H. et.al. Dynamics of Growth in a Finite World, MIT Press, 1974.

Nordhaus, W.D. "World Dynamics: Measurement Without Data" Economic Journal, 83, 1156-83.

Sussex Source Policy Research Unit, "Malthus with a Computer" and other chapters Futures, Ch. 5, 1973.

Date: 23 June 80

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: _____ %

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):

ESTIMATED COST
60.00
150.00
Total \$ 210.00

Total

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.

Roberts
For Library

B. A. Holmes
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.
2. The journal of business October 1978 issue. Bibliographic references on pages 562-4, 568, 576-7, 584, 592-3 and 600.
3. Forecasting and planning, ed. by R. Fildes and D. Wood. Westmead, Gower Press, 1978. Bibliography, pp.100-104.
4. Forecasting methods for management, 2d ed., by S.C. Wheelwright and Spyros Makridakis. N.Y., Wiley, 1977. Chapter-end references.
5. Books in print: subjects under 'Business forecasting' and 'Economic forecasting'

The results of the checking were as follows:

Source #	Books		% at SFU	Journals		% at SFU
	Here	Not here		Here	Not here	
1	22	0	100	7	0	100
2	4	5	44	24	1	96
3	11	1	91	25	2	92.5
4	26	7	78.7	13	3	31
5	32	3	92	-	-	-
Total	95	16	85.5	69	6	92

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.

SIMON FRASER UNIVERSITY SCUS 80-28

MEMORANDUM

To.....	Mr. H. Evans, Registrar Secretary, S.C.U.S.	From.....	Sheila Roberts Secretary Faculty of Arts Curriculum Committee
Subject.....	Change of Credit Hours BUS. 444-5 <i>Marketing Research</i>	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.

Sheila Roberts

S. Roberts

c.c. M. Khan, Economics

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MAY 22 1980

REGISTRAR'S OFFICE
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*In this paper, for Bus. read BUS.
Comm 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.

CHANGE OF CREDIT HOURS ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

CHANGE OF CREDIT HOURS AND THE ADDITION OF SPECIAL INSTRUCTIONS

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: 1/8/80 2/15/80

[Signature]

Department Chairman

[Signature]

Dean

Chairman, SCUS

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

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

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SENATE COMMITTEE ON UNDERGRADUATE STUDIES

CHANGE OF CREDIT HOURS ONLY

CHANGE OF CREDIT HOURS AND THE ADDITION OF SPECIAL INSTRUCTIONS

1. Calendar Information

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5. Approval

Date: 1/8/80 2/15/80

[Signature]

[Signature]

Department Chairman

Dean

Chairman, SCUS

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