

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
MASTER IN BUSINESS ADMINISTRATION
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	SALES ANALYSIS AND FORECASTING
Code and Number	:	BADM 6370
Credits	:	3
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Analysis of general commercial conditions through the study of factors that determine the demand for goods and services, demand for industrial products and sale of companies. Identification and development of methods of sales projection for the planning and development of sales strategies. Prerequisite: BADM 5090. 3 credits

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

- A. Analyze the behavior and development of a company's sales.
- B. Identify the different scenarios in the behavior and development of a company's sales.
- C. Build qualitative and quantitative models that allow forecasting a company's sales.
- D. Quantify the level of fluctuation of a company's sales around the forecasting models.
- F. Interpret the results of the selected forecasting model.

IV. CONTENT

A. Introduction

1. Sales strategies
2. Market estimation and measurement
3. Utility of sales projections
4. Over-projection and under-projection of sales
5. Managerial usefulness of sales forecasting
6. Relationship between the sales forecast and the sales plan.

B. Construction of sales forecast models

B. Non-Trend Models

1. Averages
2. Moving averages
3. Fluctuation Indicators
4. Discrimination of typical values
5. Shape indicators
 - a. Kurtosis
 - b. Symmetry
 - c. Trend Models
6. Linear
7. Exponential
8. Polynomial (2nd degree)
9. Logarithmic
10. Modified exponential ("power")

C. Causal Models

1. Correlation
2. Simple regression
3. Multiple regression

D. Qualitative techniques

1. Advantages and Limitations of Qualitative Techniques
2. Subjective Jury: Expert Opinion
3. Delphi Method
4. The sales force

E. Other quantitative techniques

1. Factor analysis
2. Time series
3. Cluster analysis
4. Combinatorial analysis
5. Discriminant analysis

V. LEARNING ACTIVITIES

1. Conferences
2. Class discussion
3. Presentation of readings by students
4. Discussion of cases
5. Pre-test and post-test conferences
6. Presentations

VI. EVALUATION

This is a list of suggested types of evaluation for the course:

Activities	Puntuation	%
1. Test	100	33
2. Case analysis	100	33
3. Forecasting using statistical program	100	34
	Total	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbooks:

John T. Menzer and Marl A. Moon. Sales Forecasting Mangament. SAGE Publications, 2004.

IX. BIBLIOGRAPHY (or REFERENCES)

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.salesandmarketing.com - Sales and Marketing journal

www.adacritic.com - Advertising Critic from Creativity Magazine

www.marketingpower.com - American Marketing Association

www.adage.com - Advertising Age

www.adweek.com - Advertising Week

www.dictionary.com – business dictionary

www.acnialsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.elpais.com – Spain newspaper

www.mercadeo.com – marketing magazine

www.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

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