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FINANCIAL FORECASTING: TOOLS AND APPLICATIONS



Delta Publishing Company

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PREFACE

Business forecasting is of extreme importance to managers at practically all levels. It is required for top managers to make long-term strategic decisions. Middle management uses sales forecasts to develop their departmental budgets. Every other plan such as a production plan, purchasing plan, manpower plan, and financial plan follows from sales forecasting. The course is designed for business professionals such as director of forecasting and planning, forecast manager, director of strategic planning, director of marketing, sales manager, advertising manager, CFO, financial officer, controller, treasurer, financial analyst, production manager, brand/product manager, new product manager, supply chain manager, logistics manager, material management manager, purchasing agent, scheduling manager, and director of information systems.

The goal of this course is to provide a working knowledge of the fundamentals of business forecasting that can be applied in the real world regardless of firm size. We walk you through basic forecasting methodology, and then practical applications. All aspects of business forecasting are discussed making this course a comprehensive, valuable reference.

What is unique about this course is threefold. First, this course is practically oriented. It will try to avoid theoretical, rigorous, and mathematical discussions. It will directly get into how to use it, when to use, what it is used for, and what resources are required of it. It will include many practical examples, applications, illustrations, guidelines, measures, checklists, rules of thumb, "tips," graphs, diagrams, and tables to aid your comprehension of the subject.

Secondly, it incorporates the use of computer technology--especially PC. Actual computer printouts obtained via spreadsheet programs such as *Microsoft' Excel*, *Lotus 1-2-3*, *Quattro Pro*, *Spreadsheet-based add-ins* (such as *Budget Maestro*), and, and popular software packages such as *SPSS*, *Minitab*, and *SAS*, are displayed and explained.

Thirdly, the course goes much beyond just sales forecasting. It encompasses a wide range of topics of major importance to practical business managers, including economic forecasting, cash flow forecasting, cost prediction, earnings forecasts, bankruptcy prediction, foreign exchange forecasting, interest rate forecasting, and much more.

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