FORECASTING: Fall
INSTRUCTOR: Dr. William J. Smith (Joey Smith)

PHONE: 678-839-4779 OFFICE: 1303 Business

OFFICE HOURS: all at RCOB Office 1303

T 3:15 pm – 7:00 pm
W 1:00 pm – 5:15 pm
TH 3:15 pm – 5:15 pm Other times, by appointment

COURSE DESCRIPTION: Emphasis is on the application of various forecasting methods with regard to analyzing and projecting future business and economic conditions at the national, regional, industry, and firm levels. This course is intended to be very hands-on. The goal is to provide you with a set of tools that you can use to analyze data. The course will extensively use Microsoft Excel, its data analysis capabilities, along with SAS, an industry standard software used in economics for both forecasting and other types of statistical research.

PREQUISITES: ECON 2105, ECON 2106, ECON 3402, or equivalent of each.

TEXT: Business Forecasting, Edition 5 or 6 will do, Wilson and Keating (see links on CourseDen header).

COMPUTER SOFTWARE: Microsoft Excel plus add-ins, SAS (available in Lab only).

ATTENDANCE: Attendance is required for each class. Students are fully responsible for all announcements and material covered in class. Those not attending class will not receive individual instruction on assignments and the forecasting project. Likewise, they will not receive extra consideration with regard to borderline grade decisions, etc. Classes will begin promptly at the scheduled time.

EVALUATION:

CourseDen Quizzes and Outside-of-Class Forecasting Assignments 20%
Exam (ch 1-3) 25%
Exam (ch 4-7) 25%
Individual Forecasting Project** 25%
(***for MBA Classes, this is a group assignment)
Various in-class Assignments, SAS exercises and Participation* 5%

FORECASTING ASSIGNMENTS: At least 1/2 of the final grade will be based on assignments to be completed outside class. All assignments are to be completed INDEPENDENTLY unless EXPLICITLY stated otherwise. If group assignments are made, Independent means no collaboration between groups. These assignments will use various quantitative techniques covered in the text to develop and evaluate forecasts. These assignments will require the extensive use of MS Excel and and its extensions, SAS and access to the Internet. Assignments will not be accepted after the due date.

INDIVIDUAL FORECASTING PROJECTS: 20% of the final grade will be based on an individual or group forecasting project in which each student or student group will develop a multiple regression forecasting model in an area of interest. The forecasting project grade will depend both on the project
itself and on the **IN-CLASS PRESENTATION** of the project. **All sources must be cited.** Students must submit a project proposal in writing for my approval by September 15th, 2010. See me prior to this date if you are having problems. (**DO NOT WAIT UNTIL THE LAST MINUTE**).

**CHEATING:** Academic dishonesty on any assignment will result in a zero on the assignment, an F for the course, a note recording the incident on the student's permanent record and the student reported to the Vice-President of Student Services for appropriate disciplinary action by the University.

**WITHDRAWALS:** A student who withdraws during the first half of the term will receive an automatic W. A student who withdraws after the midpoint of the term will receive a WF unless the student is administratively withdrawn from the University. The student is fully responsible for formally withdrawing from the course. If the student does not formally withdraw, the instructor will assume the student is still in the course and assign a grade of F for the course.

**INCOMPLETES:** A student will not be given the grade I unless non-academic circumstances beyond the student's control occur which prevent the student from completing a small segment of the course such as the final exam. For a student to receive a grade of I, he or she must be doing passing work up to the point that he or she can't continue. The Dean of the Richards College of Business must approve all incompletes.

**E-MAIL:** The official channel of communication outside of class will be through your [myUWG](http://www.myuwg.com) Email account and CourseDen. To protect your confidentiality, I CAN NOT respond to any other email account. This is departmental policy, not just my policy.

**CELL PHONES:** All cell phones must be turned off during class in the College of Business.

**FOOD AND DRINK:** Food and drink are not allowed in classrooms in the College of Business.

**MODIFICATIONS TO THE SYLLABUS:** I reserve the right to make changes to the syllabus if the need arises. However, this will happen ONLY in extenuating circumstances.

**COURSE OUTLINE**

Part I - Introduction To Forecasting Methods  
  Chapter 1 - Introduction to Business Forecasting  
  Chapter 2 - Forecast Process, Data Considerations, and Model Selection  
  SAS Primer (The interfaces of SAS)*

Part II - Single Variable Forecasting Methods  
  Chapter 3 - Moving Averages and Exponential Smoothing Models  
  SAS Primer (working with data sets, descriptive statistics)*

  ***Midterm***

Part III - Forecasting With Regression Models  
  Chapter 4 - Introduction to Forecasting with Regression Methods  
  Chapter 5 - Forecasting with Multiple Regression  
  SAS Primer (Proc Reg, Proc Logistic, Proc Probit)*

Part IV - Business Cycles & Economic Indicators  
  Chapter 6 - Time Series Decomposition
Chapter 7  ARIMA Models (time allowing)
SAS Primer (TBD)*

***Somewhat Comprehensive Exam (don't panic)***

**COURSE OBJECTIVES**

(LG1) The student will learn communicate effectively in oral presentations and writing.  (LG5, LG6) The students will acquire basic skills in information and business technology. They will learn to access data for developing forecasts using a variety of sources and they will demonstrate an ability to transfer data from one medium to another and use common business application to analyze data by generating and interpret descriptive statistics.  (LG2)Students will learn business decision-making skills based on analysis.

**AMERICANS WITH DISABILITIES ACT STATEMENT:** If you are a student who is disabled as defined under the Americans with Disabilities Act and requires assistance or support services, please seek assistance through the Center for Disability Services. A CDS Counselor will coordinate those services. See [http://www.westga.edu/~dserve/](http://www.westga.edu/~dserve/)

**EQUAL OPPORTUNITY STATEMENT:** No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by UWG.

**AFFIRMATIVE ACTION STATEMENT:** University of West Georgia adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

**DISCLAIMER:** Unforeseen events may cause changes to the scheduling of projects, assignments, quizzes, etc. Every effort will be made NOT to change scheduled items. Nevertheless, I reserve the right to make any changes deemed necessary to best fulfill the course objectives. Students registered for this course will be made aware of any changes in a timely fashion using reasonable means (class announcements, email, website posting).

**USEFUL LINKS**

**ECONOMIC FORECASTS, ANALYSIS, AND COMMENTARY**

[Economic-Indicators.com Description from Resources for Economists](http://www.economic-indicators.com) Companion site for Handbook of Key Economic Indicators containing data, analysis, and commentary.

[Wachovia Economic Commentary Description from Resources for Economists](http://www.economic-indicators.com) Good source of U.S. and regional economic information with commentary from Wachovia Bank.

[The Dismal Scientist Description from Resources for Economists](http://www.economic-indicators.com) Economic analysis and commentary from the people at Economy.com.

Bill Goffe's extensive links from Resources for Economists.

**ECONOMIC CALENDARS**

**Briefing.com Economic Calendar Description from Resources for Economists**

Contains release dates for economic indicators, including consensus forecasts (for investors).

**Dismal.com Economic Calendar Description from Resources for Economists**

Calendar of release dates for U.S. and international macroeconomic data from the Dismal Scientist section of Economy.com.

**USER-FRIENDLY SITES FOR DOWNLOADABLE DATA**

**Economagic.com: Economic Time Series Page Description from Resources for Economists**

For single users, the price of an Economagic Level I subscription, which allows Excel downloads is: US$1 per week plus a US$2 service charge (minimum $10 for 8 weeks).

**FreeLunch.com Description from Resources for Economists** Provides some free data in Excel spreadsheet format from the Economy.com people. Registration required.

**FRED -Federal Reserve Bank of St Louis Description from Resources for Economists**

The major resource of this site is FRED II a database of over 1000 U.S. economic time series. With FRED II you can download data in Microsoft Excel and text formats and view charts of data series.

**GENERAL SOURCES OF ECONOMIC DATA**

**Resources for Economists**

The Godfather of data sources on the Internet. This guide, sponsored by the American Economic Association, lists more than 900 resources on the Internet of interest to academic and practicing economists, and those interested in economics. Almost all resources are also described. Maintained by Bill Goffe from the State University of New York-Oswego, this page heads the list for sites that maintains links to sources of economic data. For the novice surfer, it is a must-visit site.

**SSDC, Data on the Net**

A search engine for economic data on the net maintained by University of California, San Diego.

**INTERNATIONAL DATA**

**World and Non-U.S. Data**

Bill Goffe's international links from Resources for Economists.

**Global Financial Data**
An amazing private source of historical data that dates back to the Magna Carta. To quote from Brian Taylor, who is the President of this service: "We offer extensive historical financial data. On our site we provide free over 700 years of inflation data, and 200 years of data on exchange rates, interest rates and the stock market. We also provide long-term data on stock market returns and inflation rates for almost 40 countries. Our database includes data on over 50 countries and includes monthly data back to the 1690s."

WebEc

(World Wide Web Resources in Economics), a joint project of the University of Manchester and the University of Helsinki. Users in the US should use the mirror site at Washington University.

**REGIONAL DATA**

Regional Economic Information System (REIS)

Extensive collection of employment and earnings variables collected by the U.S. Bureau of Economic Analysis (BEA) from 1969 to 2001 for (i) U.S. regions, (ii) U.S. states and counties, (iii) U.S. MSAs, and (iv) BEA Economic areas. Large extractions from this database can even be placed on an ftp site for ease of use.

EconData.Net Description from Resources for Economists

Links for U.S. regional data organized by category and provider.

**GEORGIA DATA**

Georgia Labor Force Data

Monthly and annual state and county data for unemployment and labor force, 1990 to date, in ASCII text and Excel format. Source: Georgia Department of Labor.

Housing Permits


**FINANCIAL DATA**

Yahoo Finance

Historical data for individual stocks, mutual funds, and stock indices may be downloaded in Excel spreadsheets. Getting to the data and getting into useable form takes a little work. Ask your friendly professor for a demo.
Finance and Financial Markets

Bill Goffe's links from Resources for Economists.