This program has been designed specifically for alumni of the UC Davis MBA program* who wish to further develop their business forecasting skills. In the first three hours, you will be introduced to forecasting components, naïve forecasts, and trend analysis, and discuss how to write a high quality report. You will be given time to complete exercises to further develop those skills under the coaching of Professor Tsai, and come back together a week later to learn about smoothing techniques and decomposition methods. Again, Professor Tsai will guide you in writing a report.

This program provides you with an opportunity to revisit or further develop the skills you gained during your time at the GSM. You will gain skills you can put to work at in your organization immediately.

Who Should Attend?
UC Davis MBA alumni* who would like to learn or enhance their understanding of forecasting

Learning Objectives and Program Benefits
This program has been designed to help you employ historical data to forecast future values such as costs, revenues, sales, product demands, prices, inventory levels, and advertising budgets. You will leave the program with a deeper understanding of topics such as:

- Trend analysis
- Moving average and exponential smoothing
- Time series decomposition methods

In addition, you will complete a group project designed to enhance your abilities in empirical data analysis under the direction of Professor Tsai.

For more information and to register:
gsm.ucdavis.edu/forecasting

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Questions? Contact Angela Stopper at UC Davis Graduate School of Management Executive Education.
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