

Subject Template

Department	Course	Subject	Credits
Department of Business Administration			/MBA/ Industry Analysis and Forecasting / 3

Subject 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.

- 1.Strategic Technology Planning
 - Technology Foresight and Forecasting
- 2.Predicting the Market
 - Market supply and demand
 - Service pricing
 - Risk assessment
- 3.Business plans and Value Proposition
 - Methodology and techno-economic evaluation measures
 - Cost control strategies (MinCAPEX vs. MinTCO)
 - Network planning process - The role of network value analysis
 - Modeling methodology for value analysis
- 4.Sensitivity analysis
 - Techno-economic evaluation tool: VPI access maker
- 5.Case Studies concerning Broadband Access Networks
 - Traffic demands and forecast
 - Scenario planning (topology, customers, service bunch profile etc.)
 - Comparative analysis based on market projection data

Semester Offered : 2 Prerequisites: N/A
 Name of Instructor: Dr. Kuan-Chang Kuo (郭冠樟)

Required readings:

Ed. L.A. Ims, "Broadband Access Networks: Introduction strategies and techno-economic evaluation", Chapman Hall, 1998

Palepu, Healy, & Bernard (PHB), Business Analysis & Valuation: Using Financial Statements, 2nd Edition, Text only, South-Western, 2000.

Additional materials will be supplied in advance in the class.