



CUSTOM PROGRAM

Predictive Analysis and Specialty Forecasting

FOR FINANCIAL MANAGERS AND MARKETING/OPERATIONS EXECUTIVES

Professor Andrew Samuel leads a seminar-workshop on predictive analysis using game theory, data analytics and specialty forecasting. Game theory is an advanced form of scenario analysis that equips managers with decision making tools that account for, and anticipate, competitors' reactions to their decisions. There is a growing demand for this "hard skill" as game theory is increasingly being used by companies to help them analyze their interactions with competitors, suppliers, and clients.

The goal of this session is to introduce students to game-theoretic reasoning, and convey its usefulness as a tool for "strategic scenario analysis." The tools learned in this course will translate into actionable items that include specialized forecasting techniques that estimate the probability of competitor reactions to company decisions, in addition to traditional forecasting methods. Participants will learn how to apply a unique combination of analytical areas combining game theory with simulations and data analytics to forecast outcomes. They will be guided to develop practical decision techniques applying game theory to management decisions. Finally, participants will be taught how to use readily available software to conduct such scenario analysis.

Participants should plan to individually engage in the learning process with instructor guided hands-on tools, case analysis, and active simulations.

KEY BENEFITS AND LEARNING OUTCOMES

During this program you will:

- Develop an understanding of terms and techniques used in game theory
- Learn to confidently analyze and create predictive scenarios using game theory and Monte Carlo simulations that will lead to more profitable decision making.
- Understand the importance of predicting competitor responses in order to maximize financial performance

WHO SHOULD ATTEND?

The program is designed for mid-career professionals looking to improve their understanding and application of business forecasting performance.

DETAILS

UPCOMING SESSIONS

Spring 2017
(Dates TBD)

FEE

\$3,500
Includes 12 hours of instructional contact time, plus 1-on-1 coaching follow-up

LOCATION

Loyola University Maryland
Graduate Center - Timonium Campus
2034 Greenspring Drive
Timonium, MD 21093

This seminar can also be conducted offsite and customized based on the needs of your organization.

CONTACT

Scott Moores, Director of Executive Education and Business Development:
410-617-1616 or wsmoores@loyola.edu

Loyola University Maryland education programs have been approved for CPE credit by the Maryland State Board of Accounting. Participants in the program may submit for one CPE credit per training hour. According to standard audit practice, participants may request a seminar content outline from the Executive Education Office by calling 410-617-2303 if/when additional information is required.

