Integrated Business Planning and Forecasting Excellence Training Course

06 - 10 Dec 2026

Dubai

4800 € (Per Person)

Ref: #BC5302_206172

Course Introduction / Overview:

In today's volatile business landscape, effective integrated business planning (IBP) and dynamic forecasting are crucial for organizational success. This Integrated Business Planning and Forecasting Excellence Training Course offered by BIG BEN Training Center provides a comprehensive understanding of the principles, processes, and techniques required to develop and implement robust planning and forecasting strategies. Participants will learn how to integrate various business functions, align strategic goals with operational plans, and leverage data-driven insights to improve forecasting accuracy. The course draws upon established methodologies and best practices, incorporating insights from leading experts in the field, such as Dr. Jack Buffington, author of "Supply Chain Optimization." The course also references concepts discussed in "Forecasting: Principles and Practice" by Rob J Hyndman and George Athanasopoulos. BIG BEN Training Center ensures participants gain practical skills to enhance decision-making, optimize resource allocation, and drive sustainable growth. This course equips professionals with the knowledge and tools to navigate uncertainty and achieve superior business performance.

Target Audience / This training course is suitable for:

- Demand planners.
- Supply chain managers.
- Sales and operations planning (S&OP) managers.
- Financial analysts.
- Business analysts.
- Strategic planning managers.
- Operations managers.
- Executive leadership involved in planning and forecasting.

Target Sectors and Industries:

- Manufacturing.
- Retail.
- Consumer packaged goods (CPG).
- Pharmaceuticals.
- Healthcare.
- Logistics and transportation.
- Energy.
- Government agencies.

Target Organizations Departments:

- Supply chain management.
- Finance.
- Sales.
- Marketing.
- Operations.
- Strategic planning.
- Business development.
- Demand planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop and implement an integrated business planning (IBP) process.
- Improve forecasting accuracy using statistical and machine learning techniques.
- Conduct scenario planning to assess the impact of different business conditions.
- Collaborate effectively across departments to align plans and forecasts.
- Utilize business intelligence and predictive analytics for data-driven decision-making.
- Optimize inventory levels and reduce supply chain costs.
- Manage risks and uncertainties in the planning process.

Course Methodology:

BIG BEN Training Center employs a dynamic and engaging training methodology that combines theoretical knowledge with practical application. The course incorporates interactive lectures, case studies, group discussions, and hands-on exercises to facilitate learning and knowledge retention. Participants will work on real-world scenarios to apply the concepts and techniques learned in the course. Emphasis is placed on teamwork and collaboration, allowing participants to share experiences and learn from each other. The training also includes opportunities for individual feedback and coaching from experienced instructors. BIG BEN Training Center utilizes a variety of tools and resources to enhance the learning experience, including simulations, software demonstrations, and online resources. The goal is to provide participants with the skills and confidence to immediately apply their new knowledge in their respective roles.

Course Agenda (Course Units):

Unit One: Introduction to Integrated Business Planning (IBP)

- Overview of IBP and its benefits.
- The evolution of S&OP to IBP.
- Key components of an effective IBP process.
- Role of leadership in IBP implementation.
- Linking strategic goals to operational plans.

Unit Two: Demand Forecasting Techniques

- Statistical forecasting methods (time series analysis, regression analysis).
- Machine learning forecasting algorithms.
- Demand sensing and shaping.
- Collaborative forecasting and consensus building.
- Measuring and improving forecast accuracy.

Unit Three: Supply Chain Planning and Optimization

- Supply planning and capacity management.
- Inventory optimization strategies.
- Production planning and scheduling.
- Distribution planning and logistics.
- Supplier collaboration and relationship management.

Unit Four: Scenario Planning and Risk Management

- Identifying key business drivers and uncertainties.
- Developing scenario planning models.
- Assessing the impact of different scenarios on business performance.
- Risk mitigation strategies and contingency planning.
- Integrating risk management into the IBP process.

Unit Five: Implementing and Sustaining IBP

- Change management and organizational alignment.
- Technology enablers for IBP.
- Performance measurement and KPI development.
- Continuous improvement and process optimization.
- Best practices in IBP implementation.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations effectively balance the need for short-term operational efficiency with long-term strategic planning in the context of integrated business planning?

What unique qualities does this course offer compared to other courses?

This Integrated Business Planning and Forecasting Excellence Training Course distinguishes itself through its comprehensive approach, blending theoretical foundations with practical application. Unlike courses that focus solely on forecasting tools or software, this program emphasizes the holistic integration of business functions and the development of a robust planning culture. Participants will gain a deep understanding of the underlying principles of IBP, enabling them to adapt and apply these concepts across various industries and organizational contexts. The course incorporates real-world case studies and interactive simulations, providing hands-on experience in addressing complex planning challenges. Furthermore, the curriculum is designed to foster collaboration and communication across departments, promoting a shared understanding of business goals and objectives. By focusing on both the technical and human aspects of IBP, this course equips participants with the skills and knowledge to drive sustainable improvements in forecasting accuracy, resource allocation, and overall business performance.