eVersity
ONLINE CAMPUS

CERTIFICATE OF UNIT COMPLETION

Awarded to

Edward Gener Mangabat

for the successful completion of

International Market and Business Forecasting

this unit is aligned to a recognised unit of competency within the
Australian Qualifications Framework

5 Jun 2025

ISSUED

Certificate Number:

68417f284598ecbfe80ef8f9

DR. INGRID L. URSUA
President

COMPETENCY BADGE

INTERNATIONAL MARKET AND BUSINESS FORECASTING

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Competence Achieved

International Market and Business Forecasting

This subject describes the skills and knowledge required to gather intelligence about an international target market to inform business development. It applies to a sound theoretical knowledge base in international business management and supervisory skills to ensure business activities are conducted effectively.

ISSUED TO Edward Gener Mangabat

SKILLS

Accounting, Excel Skills, Attention to Detail, Data Analysis, Statistical Knowledge, Data Visualisation, Communication Skills, Problem Solving, Presentation Skills, Team Work.

Employability skills

PERFORMANCE EVIDENCE

To complete the subject the participant has been able to demonstrate the ability to:

- Analyse information from diverse sources, including market research reports, industry publications, economic indicators, and consumer trends. Through the application of forecasting techniques, such as trend analysis, regression modelling, and scenario planning, they can identify emerging market trends and business needs on a global scale.
- Identify opportunities for performance improvement within the international market landscape. This involves conducting thorough assessments of market dynamics, competitor strategies, and customer preferences to pinpoint areas where the organisation can enhance its competitive position, optimise resource allocation, and drive growth.
- Evaluate commercial services that provide market intelligence and access to relevant market data and insights.

KNOWLEDGE EVIDENCE

To complete the subject requirements safely and effectively the individual has been able to:

- Provide insightful examples of how cultural, historical, political, and economic factors, as well as significant international events, can influence international business activity within their industry.
- Demonstrate an understanding of forecasting techniques and methodologies applicable to international business contexts. Outline various forecasting approaches, such as trend analysis, regression modelling, time series analysis, and qualitative forecasting methods.
- Demonstrate the ability to identify and outline both internal and external sources of information relevant to forecasting international market and business needs. Internal sources may include proprietary data, sales reports, customer feedback, and operational metrics.

ELEARNING SKILLS

Computer Skills, Adaptability, Self Starter, Communication Skills, Writing Skills, Organisational Skills, Teamwork, Collaboration, Time Management, Research Skills.

LANGUAGE

English is the Medium of Instruction

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