

Competency Standards for Caribbean Vocational Qualifications (CVQ)

CCBSCB3003 CVQ Level 3- CUSTOM SERVICES

| Unit Code | Unit Title | Mandatory/Elective |
|--------------------|--|--------------------|
| BS00510 | Apply Knowledge of Import and Export International Conventions, Laws and Finance | Mandatory |
| BS00511 | Implement International Client Relationship Strategies | Mandatory |
| BS00512 | Plan for International Trade | Mandatory |
| BS00513 | Prepare Business Advice on Export Free on Board | Mandatory |
| BS00514 | Prepare Business Advice on the Taxes and Duties for International Transactions | Mandatory |
| BS00515 | Prepare Business Documents for the International Trade of Goods | Mandatory |
| BS00516 | Promote Compliance with Legislation | Mandatory |
| BS00517 | Apply Knowledge of Legislation Relevant to International Trade to Complete Work | Mandatory |
| BS00509 | Follow Principles of Occupational Health and Safety (OH&S) in Work Environment | Mandatory |
| BS00508 | Build International Client Relationships | Mandatory |
| BSBSBM0012A | Craft Personal Entrepreneurial Strategy | Mandatory |
| BS00518 | Promote Products and Services to International Markets | Elective |
| BS00519 | Analyse Data from International Markets | Elective |

To achieve this qualification all mandatory units and a minimum of one (1) elective must be achieved

BS00510: Apply Knowledge of Import and Export International Conventions
Laws and Finance

Unit Descriptor:

This unit deals with the skills and knowledge required to maintain currency of international conventions, laws and finance in order to apply these to import and export responsibilities

ELEMENTS

PERFORMANCE CRITERIA

Candidates must be able to:

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| 1 | Identify information requirements and access available information | 1.1 | Determine specific needs for information relative to the import and export responsibilities |
| | | 1.2 | Access organisation's resources to meet information requirements |
| | | 1.3 | Use information to address specific work needs and identify further information requirements |
| 2 | Interpret and analyse available information | 2.1 | Collect and collate available information for analysis for import and export responsibilities following workplace procedures |
| | | 2.2 | Interpret, analyse and process available information to obtain required knowledge |
| | | 2.3 | Seek if required specialist experts to interpret, analyse and synthesize required information |
| 3 | Apply knowledge to facilitate import/export of goods | 3.1 | Use information to facilitate import and export of goods in compliance with relevant legislation |
| | | 3.2 | Inform import/exporter of insurance options for insuring goods |
| 4 | Review research and analysis process | 4.1 | Review information used to facilitate import and export of goods for effectiveness |
| | | 4.2 | Document review findings for future use in import and export of goods following workplace procedures |

4.3 Identify skills and knowledge gaps and undertake further learning

RANGE STATEMENT

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| <p>Legislation includes:</p> <ul style="list-style-type: none"> • trade conventions and agreements • international financing arrangements | <p>Skills and knowledge about international finance include:</p> <ul style="list-style-type: none"> • business development • investment promotion • finance policy and regulation • banking institutions –specific international banking process relating to import/exports include ICC Uniforms Customs and practice for Documentary Credits (UCP) uniform Rules for Collections (URC) and uniform Rules for bank to bank reimbursements under Documentary credits (URR) • trade organisations |
| <p>Learning includes:</p> <ul style="list-style-type: none"> • formal courses of any length • informal learning through reading, attending conferences reading trade journals, discussions with colleague ;short course attendance; web browsing,; industry seminars • coaching and mentoring | <p>External information resources include:</p> <ul style="list-style-type: none"> • internet and the organisation's intranet • government agencies and publications including legislation and explanatory notes • industry and professional associations • libraries and bookshops • course providers |

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the rules of origin with respect to trade treaties
2. what are the terms and conditions of international conventions
3. what are the international and local trade legislations
4. what are the banking rules and legislation
5. how to establish financial instruments
6. what are the different types of insurance coverage for goods

EVIDENCE GUIDE

(1) **Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- prepare a Certificate of Origin
- prepare a Documentary Letter of Credit and other instruments for trade payments
- prepare Customs Bonds (instruments)
- prepare applications for permits, licences and other permissions
- apply appropriate insurance to specific goods

(2) **Method of Assessment**

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) **Context of Assessment**

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00511: Implement International Client Relationship Strategies

Unit Descriptor:

This unit deals with the skills and knowledge required to implement international client relationships in line with a defined organizational strategy for international client relationships

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1. | Implement culturally appropriate interpersonal communication with clients | 1.1 | Seek advice on culturally appropriate interpersonal communication styles to use with international clients |
| | | 1.2 | Use culturally appropriate interpersonal communication styles with international clients |
| | | 1.3 | Seek feedback on appropriateness of communication styles |
| | | 1.4 | Make changes to communication styles based on feedback |
| 2. | Implement client relationship strategy | 2.1 | Seek clarifications of details of the existing organisational client relationship strategy if required |
| | | 2.2 | Determine processes and practices to implement the client relationship strategy with international clients |
| | | 2.3 | Implement client relationship strategy with international clients |
| | | 2.4 | Identify issues and problems arising in implementing the client relationship strategy and take action to address these issues |
| 3. | Monitor and improve client relationship strategy | 3.1 | Maintain records of client interactions according to organisational procedures |
| | | 3.2 | Seek feedback on quality and effectiveness of interactions with international clients |
| | | 3.3 | Make suggestions for changes in the organisation's client interaction strategy to relevant personnel |

3.4 Monitor changes made to client interaction strategy for quality and effectiveness

RANGE STATEMENT

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| <p>Advice may be sought from:</p> <ul style="list-style-type: none"> • manager or supervisor or relevant specialist staff • workplace documents • government agencies, chambers of commerce • grade and business publications • academic publications and personnel | <p>Culturally appropriate interpersonal communication styles includes:</p> <ul style="list-style-type: none"> • forms of address • eye contacts • distance between communicating parties in face to face meetings • culturally determined notions of polite behaviour • voice tone • choice of medium for communication |
| <p>Feedback may be obtained from:</p> <ul style="list-style-type: none"> • manager or supervisor • international clients • advisors • government agencies and chambers of commerce • government sponsored trade missions • international trade directories • external advisors or experts • demographic data | <p>Processes and practices include:</p> <ul style="list-style-type: none"> • visits to clients by organisation's representatives or self • telephone contacts • written correspondence via letter, email or fax • newsletter • invitations to events and demonstrations • samples provided to clients |
| <p>Actions include:</p> <ul style="list-style-type: none"> • referral to manager • interventions by self and colleagues • seeking external advice | <p>Records include:</p> <ul style="list-style-type: none"> • written correspondence • notes of conversations and discussions • diary entries or logbooks • client management software |
| <p>Quality and effectiveness include:</p> <ul style="list-style-type: none"> • meeting expectations of clients • cultural appropriateness of interactions • contributions to business activity through interactions • frequency of interaction • other indicators set within the organisation | <p>Relevant personnel includes:</p> <ul style="list-style-type: none"> • manager or supervisor • CEO of the organisation • board of directors • marketing manager |

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| and documented processes and practices to evaluate effectiveness of interactions | |
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UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the statutory regulations and requirements regarding individuals' responsibility for the safety of themselves and others
2. what are the site regulations and procedures that refer to personal safety and safety of others
3. how to maintain records of clients interactions following workplace procedures

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

Evidence should include a demonstrated ability to:

- communicate effectively with others
- maintain records of client interactions following workplace procedures
- identify issues and problems arising in implementing the client relationship strategy and take action to address these issues

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00512: Plan for International Trade

Unit Descriptor:

The unit deals with the skills and knowledge required to plan for international trade. This unit addresses the application of skills and knowledge to evaluate options when planning for international trade of goods.

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1 | Evaluate the most appropriate transport method | 1.1 | Determine the business context for the movement of cargo |
| | | 1.2 | Examine factors to be considered in the route/mode selection |
| | | 1.3 | Evaluate the conditions and risks of the different routes in relation to delivery requirements |
| | | 1.4 | Utilise the resources that provide information on the current service status of the particular transport routes |
| 2 | Review shipping and airfreight services available for transporting cargo | 2.1 | Identify airlines and air cargo services operating in and out of the country |
| | | 2.2 | Compare configuration and carrying capacity of different types of aircraft for selection |
| | | 2.3 | Identify the different shipping services and ocean vessels operating in and out of the country |
| | | 2.4 | Compare different types of shipping services for selection |
| | | 2.5 | Compare the configurations and carrying capacities of different types of ocean vessels for selection |
| 3 | Evaluate packing, marking and stowage requirements for a variety of cargo | 3.1 | Analyse the range of containers available for international cargo and evaluate for use in accordance with a variety of cargo |
| | | 3.2 | Evaluate marking requirements and prepare appropriate |

marking advice

- 3.3 Identify risk factors to select appropriate options in relation to packing and storage of goods
- 3.4 Examine and apply the different types of rates, volume to weight ratio factors in accordance with workplace procedures for international carriage by air/land
- 3.5 Include account variations caused by surcharges and other variants when calculating shipping charges
- 3.6 Calculate and compare cost of shipping a variety of goods by the different types of ocean services available

RANGE STATEMENT

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| <p>Business context may include:</p> <ul style="list-style-type: none"> • preliminary quotation for seller/buyer prior to negotiation of contract of sale • quotation to seller/buyer • supplement to original quotation to note any change in various cost components • as a result of receiving freight contract from buyer/seller | <p>Factors in route/mode selection may include:</p> <ul style="list-style-type: none"> • costs • container rates • transshipment • dates • risk of delay and damage • volume • direct • delivery |
| <p>Airlines and air cargo services may include:</p> <ul style="list-style-type: none"> • full container • consolidation services • loose packages • courier and charter services • schedules services | <p>Shipping services may include:</p> <ul style="list-style-type: none"> • conference lines • charter services • scheduled services • container load • parcel post |
| <p>Types of ocean vessels include:</p> <ul style="list-style-type: none"> • cellular containers ships • roll on/roll off • combination • conventional • bulk carriers • other special purpose ships | <p>Protection, presentation and preservation include:</p> <ul style="list-style-type: none"> • range of specialised materials and accessories available to protect containerised cargo including container liners • water absorption devices • thermal control materials • data loggers • other monitoring and protection equipment |

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| <p>Containers include:</p> <ul style="list-style-type: none"> • bags • cases • drums • lift vans • cartoons • bales • pallets/pallet boxes | <p>Marking requirements may include:</p> <ul style="list-style-type: none"> • accurate marking to avoid misdirection • use of water proof inks and labels • international standard cargo marks • international standard labelling and marking for hazardous goods |
| <p>Standard and extraordinary ancillary shipment costs include:</p> <ul style="list-style-type: none"> • inland haulage • document and handling fees • customs clearances • port charges • break bulk fees • permits • insurance cost • protective packaging and accessories • dangerous goods • perishable goods | <p>Standard types of cover include:</p> <ul style="list-style-type: none"> • annual policies • open policies • single shipment policies |

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UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the legislation, codes of practice and national standards relevant to the work role
2. what are the international standards for marking and labelling cargo and hazardous goods
3. what are INCOTERMS 2000, (ICC official rules for the interpretation of trade terms, international chamber of commerce,1999)
4. what are the enterprise policies and procedures relating to business operations
5. what shipping lines and ocean cargo services are currently operating
6. what are the different road and rail services currently operating

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, physical and mental abilities
- arrange and co ordinate multimodal transport
- pay attention to detail and accuracy
- respond quickly to tasks
- evaluate marking requirements and prepare correct marking advice for a variety of cargo
- examine and apply the different types of rates and volume to weight ratio factors to a variety of cargo

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00513: Prepare Business Advice on Export Free on Board

Unit Descriptor:

This unit covers the skills and knowledge required to accurately determine and prepare business advice on the export entry or declaration free on board (FOB) value on goods exported from the country

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1 | Identify relevant export invoice | 1.1 | Identify the buyer and the seller to select appropriate invoice |
| | | 1.2 | Identify the relevant contract applicable to the export invoice |
| | | 1.3 | Use definitions and differences of FOB value in determining FOB value of goods being exported from the country of origin |
| | | 1.4 | Identify the INCOTERMS 2000 relevant to the contract |
| | | 1.5 | Identify from the INCOTERMS 2000 the party to the sales contract responsible for export formalities/licences, and authorisation |
| 2 | Interpret invoice terms and currency | 2.1 | Identify the components that constitute the price paid or payable |
| | | 2.2 | Identify the INCOTERMS 2000 relevant to the invoice |
| | | 2.3 | Identify the currency in order to apply the appropriate rate of exchange |
| 3 | Adjust invoice price | 3.1 | Identify adjustments and make changes to the price |
| | | 3.2 | Apply applicable rate of exchange in accordance with workplace procedures |
| 4 | Complete advice on FOB value | 4.1 | Finalise business advice on export field of export FOB value /declaration |
| | | 4.2 | Check and verify calculations for accuracy |

- 4.3 Identify completed documentation for retention and filing by relevant personnel in accordance with enterprise workplace procedures
- 4.4 Pass on relevant business advice to the client

RANGE STATEMENT

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| <p>Differences in definition of FOB values include:</p> <ul style="list-style-type: none"> the customs definition: 'the total free on board (FOB) value of the goods, including all cost incidental to the sale and delivery of the goods on to the exporting vessels/aircraft INCOTERMS 2000 definition of FOB states in part 'This term can be used only for sea or inland waterway transport. If the parties do not intend to deliver the goods across the ship's rail, the FCA term should be used' | <p>Organisational requirements/policies/procedures include:</p> <ul style="list-style-type: none"> factorisation where costs are proportioned over a line value (each line of the invoice for which there is a separate classification) any other relevant requirements outlined in policies and procedures for calculating FOB |
| <p>Price refers include:</p> <ul style="list-style-type: none"> the total amount in local or foreign currency appearing on the export invoice | <p>Adjustments include :</p> <ul style="list-style-type: none"> all costs excluding international freight and insurance from the price all costs to bring the goods to the ship or aircraft side when exporting from the country |

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the definitions and differences of FOB values
2. what are the INCOTERMS 2000

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
- perform mathematical calculations
- use definitions and differences of FOB value in determining FOB value of goods being exported from any given country
- identify and apply INCOTERMS 2000 to any given contract or invoice

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00514: Prepare Business Advice on the Taxes and Duties for International Transactions

Unit Descriptor:

This unit covers the skills and knowledge required to prepare business advice on the taxes and duties for international trade transactions

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1 | Access applicability of GST, other relevant taxes and duty to international trade transactions | 1.1 | Research applicability of GST ,motor vehicles and related taxes |
| | | 1.2 | Research applicability of allowable exemptions and related taxes to enterprise operations and specific international trade transactions |
| | | 1.3 | Apply allowable exemptions to trade transactions |
| | | 1.4 | Check assessments for accuracy |
| 2 | Calculate taxes and duty | 2.1 | Identify components of international trade transactions to be included in calculations |
| | | 2.2 | Calculate GST, related taxes and duty on international trade |
| | | 2.3 | Check accuracy of calculations |
| 3 | Prepare business advice on applicable taxes and duty | 3.1 | Record results of calculations and prepare business advice in accordance with workplace procedures |
| | | 3.2 | Check calculations for accuracy, seek and obtain verification as required |
| | | 3.3 | Pass on completed business advice to client and other relevant personnel as required |

RANGE STATEMENT

GST and related taxes include :

- goods and Services Tax (GST)
- motor Vehicle Tax (MVT)
- other taxes on supplies and importations

Duty include :

- a tax levied in local currency per unit of the goods imported, based on weight, number, length, volume or other measurement

Allowable exemptions and specialise schemes include:

- government initiatives and schemes to promote investments
- which provide for an upfront exemption from customs duty and taxes on imported goods intended for re-export or to be used as inputs to exports

Verification include :

- customs broker
- other experienced colleagues within the organisation

Relevant personnel include :

- colleagues, for further processing
- manager, for checking and verification
- customs broker

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the legislation, codes of practice and national standards relevant to the work role
2. what are the organisation's policies and procedures relating to import, export and customs brokerage/freight forwarding activity
3. what are the penalties for incorrect calculations of taxes/duty payable
4. what exclusions are allowable for GST, related taxes and duty
5. what is the '60 day rule' qualifying GST free status for exported goods
6. what are the allowable exemptions and specialised schemes affecting taxes/duty payable on imports/exports

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- perform mathematical calculations
- relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
- calculate GST and related taxes and duty for a range of imported/exported goods and commodities

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00515: Prepare Business Documents for the International Trade of Goods

Unit Descriptor:

This unit covers the skills and knowledge required to contribute to the preparation of business documents required for the trade of goods internationally.

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1 | Identify goods to be transported internationally | 1.1 | Discuss with supervisor or manager requirements for transport of goods internationally |
| | | 1.2 | Make contributions and suggestions to assist in developing recommended options for arranging international transport of goods |
| 2 | Determine method of transport | 2.1 | Investigate options and requirements for different methods of transport |
| | | 2.2 | Determine and document suitability and availability of recommended transport options |
| | | 2.3 | Obtain approval for the documented option for the transport of goods |
| 3 | Determine packaging and stowage requirements | 3.1 | Investigate options and requirements for packaging and stowage |
| | | 3.2 | Determine and document suitability and availability of recommended packaging and stowage |
| | | 3.4 | Obtain approval for the documented option for the packaging and stowage of goods |
| 4 | Contribute to cost calculations | 4.1 | Make determination of the different components of costs for the packaging and stowage of goods |
| | | 4.2 | Seek assistance as required in assigned tasks related to calculating costs for international transportation of goods |

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| | | 4.3 | Document costs for international transport of goods in accordance with workplace procedures |
| | | 4.4 | Check cost calculation for accuracy and completeness prior to forwarding to supervisor or manager |
| 5 | Complete required documentation | 5.1 | Seek assistance as required in completing documents required for international transportation of goods |
| | | 5.2 | Check required documents and forward for approval by supervisor or manager |
| | | 5.3 | Finalise and submit or lodge documents with relevant parties |
| | | 5.4 | Identify copies of documents for filing and file in accordance with workplace procedures |

RANGE STATEMENT

Requirements include:

- separation of dangerous goods in transit
- packaging and stowage
- transportation and warehousing
- mode of transport
- nature of goods
- destination/origin of goods

Method of transportation includes:

- air freight
- shipping
- road transport

Relevant parties include:

- client (seller and buyer)
- local, regional and international
- regulatory bodies
- government ministries

Determination of costs includes:

- quotation or by reference to existing tender or contract
- internet or intranet
- previous history of goods transported internationally
- tables of fees and charges
- calculation base on standard rates per item/container/tonnage

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what is the company's history of arranging transfer of services internationally
2. what are the enterprises' policies and procedures relating to business operations in an international trade context
3. what are the penalties for incorrect customs declarations
4. how to relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
5. how to perform mathematical calculations

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- follow work instructions and perform tasks
- determine packaging and stowage suitability for a variety of cargo
- monitor production and identify production variables
- perform allowable adjustments to maintain quality standard
- identify product, materials and work processes appropriate for the production process
- determine suitability of transport options
- calculate costs for international transportation of goods

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00516: Promote Compliance With Legislation

Unit Descriptor:

This unit covers the skills and knowledge required to promote compliance with legislation to complete work requirements

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

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| 1 | Determine compliance strategies | 1.1 | Access current information to obtain the range of legislation relating to own work |
| | | 1.2 | Clarify compliance requirements to confirm understanding and consistency of interpretation and application |
| | | 1.3 | Obtain advice to assist in applying legislation to own work and identify compliance requirements |
| 2 | Model and encourage compliance with legislative requirements | 2.1 | Apply organisation's procedures and practices to one's own work to meet compliance requirements |
| | | 2.2 | Identify areas of uncertainty in one's own work related to compliance requirements and take action to clarify issues |
| | | 2.3 | Review one's own work and obtain feedback from seniors to confirm continuing compliance with legislative requirements |
| | | 2.5 | Identify possible implications of non compliance and use as a guide to improve work practices |
| | | 2.6 | Identify and report to the relevant persons inadequacies in organisation's procedures and practices which may contribute to non compliance in accordance with organisational procedures |

RANGE STATEMENT

Compliance requirements include:

- policies and procedures detailing compliance requirements and processes to ensure compliance
- audit schedules and cycles
- crosschecking
- sign –offs by individual responsible for ensuring compliance

- checks and balances
- accredited client program for qualifying clients

Implications of non compliance include:

- warnings
- fines or penalties
- withdrawal of licences, approvals
- loss of accredited client program status for client

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what are the legislation, codes of practice and national standards affecting organisation's operations in one's own functional area
2. what are the enterprise policies and procedures relating to legislation affecting organisation's operation in one's own functional area
3. what are the penalties for non compliance with legislative requirements
4. what are the auditing requirements of the organisation
5. what are the OSH requirements applicable to one's own functional area

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

Evidence should include a demonstrated ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, physical and mental abilities
- comply with policies, guidelines, procedures and practices to ensure compliance
- document advice provided in relation with legislative compliance
- determine compliance requirements
- model work practices against compliance requirements
- review the monitoring of compliance and implement identified improvements

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00517: Apply Knowledge of Legislation Relevant to International Trade to Complete Work

Unit Descriptor:

This unit covers the skills and knowledge required to complete work in the context of legislation relevant to international trade.

ELEMENTS

PERFORMANCE CRITERIA

Candidates must be able to:

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| 1 | Identify legislative requirements | 1.1 | Seek assistance to identify current information about the range of legislation relating to one's own work |
| | | 1.2 | Access and clarify with others as required, organisation's procedures and practices to facilitate compliance with relevant legislation |
| | | 1.3 | Seek assistance in applying relevant legislation to one's own work |
| 2 | Comply with legislative requirements | 2.1 | Clarify with others compliance requirements in order to confirm understanding and ensure consistency of application where necessary |
| | | 2.2 | Check completed assigned tasks with others in the workplace to ensure compliance with legislative requirements |
| 3 | Report possible incidents of non-compliance | 3.1 | Report possible incidents of non-compliance in line with workplace procedures |
| | | 3.2 | Use incidents of non-compliance and possible implications of non-compliance to guide one's own work practices |

RANGE STATEMENT

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| Legislation include: <ul style="list-style-type: none"> • legislation specific to the conduct of international trade operations • legislation applicable across all | Legislation, codes and national standards relevant to the workplace include: <ul style="list-style-type: none"> • award and enterprise agreements and relevant industrial instruments |
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| <p>organizations such as that relating to OHS, equal opportunity, antidiscrimination, company law, contract law, consumer law</p> | <ul style="list-style-type: none"> relevant legislation from all levels of government that affects business operation, especially in regard to occupational health and safety (OHS) and environmental issues, equal opportunity, industrial relations and anti-discrimination relevant industry codes of practice |
| <p>Assistance include:</p> <ul style="list-style-type: none"> advice from more experienced colleagues, technical experts, Internet, Intranet, induction kits, internal training materials and programs using reference material within the organization, from training providers and government bodies and agencies, professional libraries, trade journals consulting technical experts in the industry, professional associations, training providers, government bodies and agencies | <p>Compliance requirements include:</p> <ul style="list-style-type: none"> policies and procedures detailing compliance requirements and processes to ensure compliance audit schedules and cycles cross-checking sign-offs by individual responsible for ensuring compliance checks and balances |
| <p>Others within the workplace include:</p> <ul style="list-style-type: none"> supervisor or manager, more experienced colleagues, customs brokers, training staff, technical experts | <p>Implications include:</p> <ul style="list-style-type: none"> warnings fines or penalties failure to meet deadlines required for cargo movement withdrawal of licenses, approvals |

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

- what are the legislation relevant to international trade and workplace compliance requirements
- what are the workplace compliance requirements and procedures
- what are the workplace procedures for reporting incidents of non-compliance
- what are the possible implications of non-compliance
- what is the importance of paying attention to detail
- what is the importance of honesty and integrity
- how to seek assistance when required to clarify compliance requirements and to act on feedback provided

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

Evidence should include a demonstrated ability to:

- apply the relevant legislation to the classification of goods
- apply the relevant legislation to the valuation of goods
- apply the relevant legislation to the origin of goods
- identify special import/export requirements
- demonstrate the ability to communicate effectively with others
- establish effective working relationships with colleagues and agencies
- compute the duties and charges of goods

(2) Method of Assessment

Assessors should gather a range of evidence that is valid, sufficient, current and authentic.

Evidence can be gathered through a variety of ways including direct observation, supervisor's reports, project work, samples and questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit of competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, product and manufacturing specifications, codes, standards, manuals and reference materials.

(3) Context of Assessment

This unit may be assessed on the job, off the job or a combination of both on and off the job.

Where assessment occurs off the job, that is the candidate is not in productive work, then an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by an individual working alone or as part of a team.

BS00509 Follow Principles of Occupational Health and Safety (OH&S) in Work Environment

BS00509: Follow Principles of Occupational Health and Safety (OH&S) in Work Environment

Unit Descriptor:

This unit deals with the skills and knowledge required to effectively perform work activities to conform to occupational health and safety requirements.

ELEMENTS

PERFORMANCE CRITERIA

Candidates must be able to:

- | | | | |
|---|-----------------------------|-----|--|
| 1 | Follow safe work practices | 1.1 | Carry out work in accordance with company procedures and legislative requirements |
| | | 1.2 | Perform housekeeping in accordance with company procedures |
| | | 1.3 | Demonstrate an understanding of one own responsibilities and duties in day to day actions |
| | | 1.4 | Identify safety signs/symbols and follow as per instruction |
| 2 | Report workplace hazards | 2.1 | Identify workplace hazards during the course of work and report to appropriate person/s according to standard operating procedures |
| 3 | Follow emergency procedures | 3.1 | Demonstrate means of contacting the appropriate personnel and emergency services in the event of an accident |
| | | 3.2 | Carry out emergency and evacuation procedure when required |

RANGE STATEMENT

| | |
|--|--|
| Quality assurance requirements include: <ul style="list-style-type: none">• working environment• adverse weather conditions• protection of work personnel• protection of public | Safety responsibilities apply to: <ul style="list-style-type: none">• personal protection• safe interactive work practices(duty of care)• occupational health and safety (OHS) regulations• factory act |
| Personal protective equipment include : <ul style="list-style-type: none">• reflective vests• dust masks/respirator• appropriate footwear | Emergency procedures include : <ul style="list-style-type: none">• evacuation procedures• fire fighting• medical and first aid |

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

- what are the relevant workplace requirements
- what are the material storage requirements
- what are the relevant acts, regulations and codes of practice
- what are hazardous materials
- how to handle resources and supplies
- how to operate equipment and safety devices
- how to interpret hazardous material labels

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

It is essential that competence is observed in the following aspects:

- demonstrate compliance with occupational health and safety regulations applicable to workplace operations
- demonstrate application of organisational policies and procedures including quality assurance requirements where applicable
- carry out appropriate applications in accordance with regulatory and legislative requirements

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or teams

BS00508: Build International Client Relationships

Unit Descriptor:

This unit covers the skills and knowledge required to build effective international client relationships

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

- | | | | |
|---|---|-----|---|
| 1 | Build international communication strategies | 1.1 | Create a database of international clients with relevant fields |
| | | 1.2 | Establish and note preferred mode of communication for communicating with international clients |
| | | 1.3 | Include the influence of geographic separation when establishing preferred mode of communication with international clients |
| | | 1.4 | Keep records of communications with international clients |
| | | 1.5 | Establish record keeping strategy for communications with international clients |
| 2 | Analyse and identify culturally appropriate communication strategies with clients | 2.1 | Identify sources of information relating to culturally appropriate styles of communication for specific cultural groups amongst international clients |
| | | 2.2 | Use available information to analyse and note culturally appropriate styles of communication for specific cultural groups amongst international clients |
| 3 | Apply culturally appropriate communication strategies with clients | 3.1 | Use preferred client communication styles and modes when communicating with international clients |
| | | 3.2 | Use culturally appropriate verbal and non verbal communication processes to establish rapport with international clients |
| | | 3.3 | Investigate and act on opportunities to offer positive feedback to the client |
| | | 3.4 | Use open questions to promote two way communication |

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|---|-----|---|
| | 3.5 | Identify and act upon potential barriers to effective communication with international clients including those that are influenced by culture |
| | 3.6 | Identify client needs, preferences and expectations using initiated communication processes |
| | 3.7 | Identify client needs, preferences and expectations using communication techniques |
| Maintain and improve relationships with international clients | 4.1 | Develop strategies to establish processes for obtaining ongoing feedback from international clients to monitor satisfaction levels |
| | 4.2 | Obtain feedback and use to develop and implement strategies to maintain and improve relationship with international clients |
| | 4.3 | Review on a regular basis the effectiveness of communication with international clients |

RANGE STATEMENT

Fields may include:

- names of individuals and their companies
- contact details (address, phone, fax, email, mobile)
- title/job role
- preferred mode of communication
- notes on preferred communication style
- records of communications
- cycle for contact

Mode of communication may include:

- phone, visit, fax, email or letter

Geographic separation may include:

- differences in time zones
- lack of opportunities for face to face contact

Diary formats may include:

- paper based
- electronic
- linked to database of international clients

Culturally appropriate styles of communication may include:

- forms of address used for names
- eye contact
- distance between communicating parties
- differences in assertiveness across cultures and individuals
- voice tone

Sources of information may include:

- advice provided by government agencies and chambers of commerce
- non verbal communication
- voice modulation and articulation
- not listening actively
- physical, personal and age differences
- educational differences
- organisational

Barriers may include:

- cultural differences
- stereotypes
- word choice

Feedback includes:

- survey instruments
- telephone
- letter
- email

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. what is communication theory as it relates to cross cultural communication
2. what are the different information sources and information about relevant cultural groups
3. what are the range of products or services marketed by business in international settings

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

Evidence should include a demonstrated ability to:

- build, maintain and improve client relationships with international clients
- communicate in cross cultural context
- review and evaluate

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, manufacturer's specifications, codes, standards, manuals and reference materials

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BSBSBM0012A:

Craft Personal Entrepreneurial Strategy

Unit Descriptor:

This unit deals with the skills and knowledge required to craft an entrepreneurial strategy that fits with the attitudes, behaviors, management competencies and experience necessary for entrepreneurs to meet the requirements and demands of a specific opportunity.

| ELEMENTS | | PERFORMANCE CRITERIA | |
|--|--|-----------------------------|---|
| Candidates must be able to: | | | |
| 1. Demonstrate knowledge of the nature of entrepreneurship | | 1.1 | Concepts associated with entrepreneurship are clearly |
| | | 1.2 | Factors, which influence entrepreneurship in and outside of Trinidad and Tobago, are correctly identified and explained. |
| | | 1.3 | The importance of entrepreneurship to economic development and employment is explained clearly. |
| | | 1.4 | The findings of research conducted on entrepreneurial ventures and successes in the Caribbean region are clearly presented in an appropriate format. |
| | | 1.5 | Differences between wage employment and entrepreneurial ventures are correctly stated. |
| 2. Identify and assess entrepreneurial characteristics | | 2.1 | Relevant research is carried out and required entrepreneurial characteristics identified. |
| | | 2.2 | Assessed and rank identified entrepreneurial characteristics |
| | | 2.3 | Demonstrate an understanding of the process and discipline that enables an individual to evaluate and shape choices and to initiate effective action |
| | | 2.4 | Identify factors that will help an entrepreneur to manage the risk and uncertainties of the future, while maintaining a future orientated frame of mind |
| 3. Develop self-assessment profile | | 3.1 | Identify and use self-assessment tools/methods to identify personal entrepreneurial potential |
| | | 3.2 | Demonstrate the ability to apply creativity, problem-solving techniques and principles to solve business related problems |

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|----|-----------------------------------|--|--|
| | 3.3 | Obtain feedback from others for the purpose of becoming aware of blind spots and for reinforcing or changing existing perceptions of strengths/ weaknesses | |
| 4. | Craft an entrepreneurial Strategy | 4.1 | Develop a profile of the past that includes accomplishments and preferences in terms of life and work styles, coupled with a look into the future and an identification of what one would like to do |
| | | 4.2 | Determine commitment, perseverance, orientation towards goals; taking initiative and accepting personal responsibility; recognizing management competencies and identifying areas for development |
| | | 4.3 | Develop written guidelines to solicit feedback that may be honest, straightforward |
| | | 4.4 | Develop frameworks and processes for setting goals which demand time, self-discipline, commitment, dedication and practice |
| | | 4.5 | Establish goals that are specific and concrete, measurable, relate to time, realistic and attainable. |
| | | 4.6 | Establish priorities, including identifying conflicts and trade-offs and how these may be resolved |
| | | 4.7 | Identify potential problems, obstacles and risks in meeting goals |
| | | 4.8 | Identify specified action steps that are to be performed in order to accomplish goals |
| | | 4.9 | Indicate in writing the method/s by which results will be measured |
| | | 4.10 | Establish milestones for reviewing progress and tying these to specific dates on a calendar. |
| | | 4.11 | Identify sources of help to obtain resources |
| | | 4.12 | Demonstrate evidence of the ability to review process and periodically revise goals |

RANGE STATEMENT

At this stage of the entrepreneurial process the entrepreneur must be able to conduct a self-assessment profile, examine the framework for self assessment, develop a personal entrepreneurial strategy, identify data to be collected in the self-assessment process and learn about receiving feedback and setting goals.

Concepts associated to include:

- risk
- entrepreneurship
- macro-screening
- micro-screening
- competition

- wage employment

Influencing factors to include:

- market conditions
- markets – demand/supply
- global trends
- level of economic activities
- funding
- economic stability
- social stability
- resources availability

The entrepreneur must be able to:

- understand the extreme complexity in predicting or aligning him/herself to specific careers in an environment of constant change
- determine the kind of entrepreneur he or she wants to become based on attitudes, behaviors, competencies, experience and how these fit with the requirements and demands for a specific opportunity
- evaluate thoroughly his or her attraction to entrepreneurship
- effectively develop personal plan

- utilize available information that will enhance his or her ability to achieve success

The entrepreneur may encounter setbacks if the planning process is not effectively pursued.

Pitfalls may include:

- proceeding without effective planning this may result in commitment to uncertainty
- personal plans fail for the same reasons as business plans including frustration if the plan appears not to be working immediately and the challenges of changing behaviour from an activity oriented routine to one that is goal oriented
- developing plans that fail to anticipate obstacles and those that lack progress commitment to a premature path with the desirability of flexibility can lead to disaster
- milestones and reviews

EVIDENCE GUIDE

Competency is to be demonstrated when the entrepreneur is able to undertake a personal entrepreneurial assessment exercise to determine if he or she possesses the necessary credentials to be a successful entrepreneur. This stage of the entrepreneurial process is critical since experience has shown that the founder is one of the deciding forces if the venture is to succeed and prosper.

(1) Critical Aspects of Evidence

The entrepreneur will be assessed by his/her action in developing an orchestrated plan in order to effectively pursue the business concept.

(2) Pre-requisite Relationship of Units

- Nil

(3) Underpinning Knowledge and Skills

Knowledge

Knowledge of:

- personal entrepreneurial profilesystems
- effective management systems: marketing, operations/productions, finance, administration, law
- how to measure feedback
- the method of developing a personal plan and a business plan
- understanding the difference between entrepreneurial culture and management culture

Skills

The ability to:

- determine barriers to entrepreneurship
- minimize exposure to risk
- exploit any available resource pool
- tailor reward systems to meet a particularsituation
- effectively plan and execute activities
- use computer technology to undertake assessments

(4) Resource Implications

The following resources should be made available:

Personal computer with access to the Internet and appropriate software that will enable one to conduct the necessary analysis using the Internet.

(5) Method of Assessment

A useful method of assessment is to determine if the venture can stand up to the test of critical evaluation.

(6) Context of Assessment

This stage of the entrepreneurial process is assessed when comparisons are made between actual outcomes and plans/projections.

CRITICAL EMPLOYABILITY SKILLS

Three levels of performance denote level of competency required to perform a task. These levels do not relate to the NCTVET Qualifications Framework. They relate to the seven areas of generic competency that underpins effective workplace practices.

| Levels of Competency | | |
|---|--|---|
| Level 1 | Level 2 | Level 3 |
| <ul style="list-style-type: none"> • Carries out established processes • Makes judgment of quality using given criteria | <ul style="list-style-type: none"> • Manages process • Selects the criteria for the evaluation process | <ul style="list-style-type: none"> • Establishes principles andprocedures • Evaluates and reshapes process • Establishes criteria for evaluation |

| | | |
|---|---------|--|
| Collect, analyse and organize information | Level 1 | |
| Communicate ideas and information | Level 1 | |
| Plan and organize activities | Level 1 | |
| Work with others and in team | Level 1 | |
| Use mathematical ideas and techniques | Level 1 | |
| Solve problems | Level 1 | |
| Use technology | Level 1 | |

Please refer to the Assessment Guidelines for advice on how to use the Critical Employability Skills.

BS00518: Promote Products and Services to International Markets

Unit Descriptor:

This unit deals with the skills and knowledge required to promote products and/or services to international markets. This includes planning, coordinating, reviewing and reporting on promotional activities.

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

| | | | |
|---|-----------------------------------|-----|---|
| 1 | Plan promotional activities | 1.1 | Access marketing plan for international business activity to inform planning of promotional activities |
| | | 1.2 | Access relevant information sources to support planning of promotional activities |
| | | 1.3 | Identify and assess promotional activities to ensure compatibility with organisational requirements and cultural appropriateness |
| | | 1.4 | Plan and schedule promotional activities according to marketing needs of the organisation |
| | | 1.5 | Determine in consultation with designated individuals and groups the overall promotional objectives both in international and domestic settings |
| | | 1.6 | Ensure timelines and costs for promotion activities are realistic and consistent with budget resources |
| | | 1.7 | Develop action plans to provide details of products and/or services being promoted |
| 2 | Coordinate promotional activities | 2.1 | Identify and prepare personnel and resources to support promotional activities both in domestic and international settings to facilitate the achievement of promotional goals |
| | | 2.2 | Identify, agree and allocate roles and responsibility of overseas and domestic personnel for delivery of promotional activities |
| | | 2.3 | Establish and conduct relationships with targeted groups in a overseas setting in a manner to enhance the positive image of the organisation |

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|----|---|-----|---|
| 3. | Review and report on promotional activities | 2.4 | Supervise and support roles and responsibilities of overseas personnel involved in promotional activities |
| | | 2.5 | Use international business networks to assist in the implementation of promotional activities |
| | | 3.1 | Analyse audience feedback and data to determine the impact of the promotional activity on the delivery of products and/or services |
| | | 3.2 | Identify effectiveness of planning processes for possible improvements in future international promotional activities |
| | | 3.3 | Collect and provide feedback to personnel and agencies involved in the promotional activity both in international and domestic settings |
| | | 3.4 | Analyse cost and timelines to evaluate the benefits accruing from the internationally based promotional activities |
| | | 3.5 | Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of internationally based promotional activities |

RANGE STATEMENT

| | |
|---|--|
| Organisational requirements include: <ul style="list-style-type: none"> • consideration of cultural issues • quality assurances and /or procedures | Information sources include: <ul style="list-style-type: none"> • government departments and agencies |
| Cultural appropriateness include: <ul style="list-style-type: none"> • appropriateness of activity related to the culture of countries selected for promotion of products and/services | International business networks include: <ul style="list-style-type: none"> • formal /informal networks • personal or business networks • government sponsored networks • trade networks |

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

1. how to retain/increase your market share depending on the economic status locally and internationally
2. what are the different methods to promote services on the international market
3. what are the identifiers used to ascertain the impact of the promotional activities employed
4. what are the relevant local and international legislation
5. what are the available overseas media
6. what are the international business networks

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

Evidence should include a demonstrated ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
- see verbal communication skills to effectively work across diverse cultures
- use written communication skills to document plans
- apply problem solving techniques to address problems arising with planning and coordination of promotional activities

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency.

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams

BS00519: Analyze Data from International Markets

Unit Descriptor:

This unit deals with the skills and knowledge required to interpret international trends and market developments, to interpret competitor market performance and report on market data.

ELEMENTS

Candidates must be able to:

PERFORMANCE CRITERIA

| | | | |
|---|--|-----|---|
| 1 | Interpret trends and market developments | 1.1 | Use statistical analysis of local and international market data to interpret international market trends and developments |
| | | 1.2 | Analyse trends and developments within the country and relevant international settings for their potential impact on international business activity within the target market |
| | | 1.3 | Identify aspects of culture that may have an impact on international business activity within the target market |
| | | 1.4 | Use measures of central tendency/dispersion and correlations between sets of data for quantitative interpretation of comparative international market data |
| | | 1.5 | Perform qualitative analysis of comparative international market information as a basis for reviewing business performance in international settings |
| 2 | Interpret competitor market performance | 2.1 | Analyse and identify international market performance of existing and potential competitors and their products or services for potential opportunities or threats |
| | | 2.2 | Compare international business performance to that of competitors to identify market position |
| 3 | Report on market data | 3.1 | Prepare, plot and interpret data for visual presentation |
| | | 3.2 | Assessed visual presentation for potential problems, and take corrective action if necessary |
| | | 3.4 | Submit report within required timeframe |

RANGE STATEMENT

Statistical analysis includes:

- sampling
- measures of central tendency
- measures of dispersion
- nature and degree of relationship between variables
- time series analysis
- normal distribution probability curve

Trends and development include:

- political events(wars, internal conflicts, forthcoming elections)
- economic trends(local, regional, national, international)
- ecological/environmental trends
- government activities e.g. interest rates, deregulation
- social and cultural factors
- demographic trends
- changes in technology
- industrial trends

Aspects of culture that may have an impact on international marketing of products or services within target market include:

- religion
- family structures and usual purchasers and decision makers in families
- attitude of overseas countries to Trinidad and Tobago citizens

UNDERPINNING KNOWLEDGE & SKILLS

Candidates must know:

- how to acquire data for analysis
- how to prepare a draft report of data filing
- what are some measures used in statistical analysis
- what is the international events that may have an impact on international business activity

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

Evidence should include a demonstrated ability to:

- relate to people from a range of social, cultural and ethnic backgrounds, and physical and mental abilities
- evaluate and assess skills
- analyse data using techniques relevant to market data including statistical analysis techniques

(2) Method of Assessment

Assessors should gather a range of evidence, over a period of time, which is valid, sufficient and authentic. Evidence should be gathered through a variety of ways including direct observation and oral questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit competency. The candidate must have access to all tools, equipment, materials and documentation required.

(3) Context of Assessment

This unit may be assessed on the job or off the job. Where assessment is done off the job, an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by working individually or in teams