

## Summary

### 4.3 Sales Forecasting (HL)

Subject	Year	Start date	Duration
Business Management	IB2	Week 2, October	<span style="background-color: #ffc107;">1 week</span> 4 hours

#### Course Part

Unit 4 Marketing

#### Description

**By the end of this Subtopic 4.3 - Sales forecasting, you should be able to:**

- Calculate sales trends by using a three-part moving average.
- Calculate sales trends by using a four-part moving average.
- Graph the sales and the trend for a specific example and extrapolate the line of best fit to a certain period needed for forecasting.
- Calculate the seasonal, cyclical, or random variation.
- Predict (forecast) the sales of a firm for a future year or a quarter, based on the line of best fit and the particular variation used.
- Discuss the benefits and limitations of sales forecasting.

## Inquiry & Purpose

### Inquiry / Higher Order Questions

Type	Inquiry Questions
<span style="background-color: #dc3545; color: white; padding: 2px;">Debatable</span>	To what extent is consumer behaviour rational?

## Curriculum

### Aims

Enable the student to collect, describe and analyse data used in studies of society, to test hypotheses, and to interpret complex data and source material

### Objectives

#### **Demonstrate knowledge and understanding of**

the business management tools, techniques and theories specified in the syllabus content

#### **Demonstrate synthesis and evaluation of**

the HL extension topics (HL only)

## Syllabus Content

### Unit 4: Marketing

#### 4.3 Sales forecasting (HL only)

Up to four-part moving average, sales trends and forecast (including seasonal, cyclical and random variation) using given data

The benefits and limitations of sales forecasting

#### Concepts

Change

Competition, new technologies and markets, and trends in consumer behaviour lead business organizations to adapt their objectives, strategies and operations. Success emerges from the ability to research and respond to signals in both the internal and external environment.

## ATL Skills

### Approaches to Learning



#### Thinking

- In this unit, we will  
build on a specific prior task



## Developing IB Learners

### Learner Profile



Knowledgeable