

5. COMPETENCE: ADVICE | PROCUREMENT AND SALES

The Bachelor of Science provides properly substantiated advice on the design, improvement or use of products, processes and methods and effects profitable transactions involving products or services within the Applied Science domain.

	Level I	Level II	Level III	Level IV
	The student <i>familiarises himself with users' problems and/or requirements.</i> He demonstrates this by:	The student <i>helps to solve a user's technical problem.</i> He demonstrates this by:	The student <i>gives practical advice on a specific issue.</i> He demonstrates this by:	Experienced professional (see description of competence above). He demonstrates this by:
a	Listening to the customer.	Asking pertinent open questions.	Dealing flexibly with the customer's changing requirements.	Adopting a service-oriented attitude.
b	Describing the assignment clearly and unambiguously.	Reporting/presenting the customer's requirements which have been identified.	Making a reasoned recommendation.	Clarifying the issue raised by the client.
c	Analysing market research data.	Interpreting market research data.	Identifying market trends and responding to them.	Preparing and implementing market and other research.
d	Specifying actions to follow a piece of market research.	Preparing an action plan for a piece of market research.	Preparing an advice plan, taking account of his employer's competitive position.	Preparing (parts of) a recommendation.
e	Acknowledging the requirements of the customer/client or user as a relevant technical problem.	Identifying the customer's requirement.	Devising creative solutions for specific problems or developments.	Translating customers' wishes and questions into feasible solutions or recommendations in consultation with researchers and developers.
f	Knowing the customer/client or user.	Forming a relationship based on trust.	Taking account of the customer's environment.	Maintaining relationships with customers in an appropriate manner.
g	Identifying different negotiating techniques.	Using suitable negotiating techniques.	Persuading stakeholders in order to be able to implement desirable activities.	Using negotiating techniques when buying and selling.