



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Commercieel medewerker
Kwalificatiedossier: Commerce

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Commercial employee
Qualification file: Commerce

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

Core task 1: Researches the customer journey

- 1.1 Maps out the market position of the enterprise
- 1.2 Analyses the customer journey
- 1.3 Translates trends and developments into commercial opportunities
- 1.4 Maps out the commercial offering of the enterprise
- 1.5 Issues improvement proposals for sales, marketing and/or market management

Core task 2: Responsible for marketing and communication activities

- 2.1 Prepares an inventory of wishes and needs
- 2.2 Conducts marketing and communication activities
- 2.3 Carries out webcare activities

Core task 3: Implements commercial process

- 3.1 Prepares a commercial route
- 3.2 Acquires customers and/or assignments
- 3.3 Presents and profiles the commercial offering from the enterprise
- 3.4 Conducts a sales talk
- 3.5 Issues customers a commercial offer
- 3.6 Is responsible for the internal order route
- 3.7 Performs after sales activities

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

A Commercial employee is (generally) employed in an office environment at a (hybrid) trading company (SME), for example back office and wholesale trade. This commercial position is focused on supporting the office service and account managers and as well as in many wholesale enterprises is also common in many other sectors, industries and enterprises. Examples include construction companies, kitchen specialists with various branches and letting organisations for real estate.

*** Explanatory note**

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information is available at: <http://www.europass.cedefop.europa.eu/>

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5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science</p>																				
<p>Level of the certificate (national or international) Qualification level 3 of the Dutch VET qualification structure Characteristics: implementation of more than just the own block of tasks. The professional is able to account for his or her actions towards colleagues, and monitors and supervises the work of others. The range of tasks also includes drafting work preparation procedures. NLQF-niveau 3 - EQF level 3 - ISCED 3C</p>	<p>Grading scale / Pass requirements</p> <table style="border: none;"> <tr><td>10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
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<p>Access to next level of education/professions Completing the study programme Commercial employee gives access to senior secondary vocational education at level 4 for example in the sector Trade, the study programmes Junior account manager and Junior manager international trade.</p>	<p>International agreements Commercial employee is not a regulated profession in the Netherlands. However, the education and training for this profession on qualification level 3 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p>Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 25874 The education and training for this qualification is offered as of 01-08-2023.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p>Average duration of the education/ training leading to the certificate</p>	<p>3 years (4800 study hours) (depending on previous education)</p>
<p>Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION

<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information included in part 3 and 4 is derived directly from the qualification file determined by the Minister of Education, Culture and Science. The complete qualification file can be found at kwalificaties.s-bb.nl, only in Dutch.</p> <p>Optional subjects are linked to the qualification. The optional subjects have a total size of 15% of the course duration. The optional subjects completed by the student are listed on the certificate.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP): www.s-bb.nl. The NRP is the information centre for vocational qualifications in the Netherlands. SBB has been appointed in this capacity by the Ministry of Education, Culture and Science.</p>
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