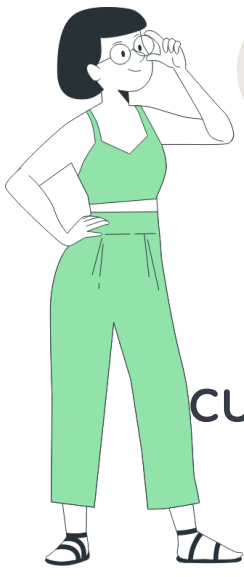


# DIGITAL READINESS COMPETENCES DICTIONARY

## COMPETENCE 7



### BUSINESS ACUMEN

understanding the business, the needs of customers, and developing new opportunities



#### INTERMEDIATE

##### KNOWLEDGE

- Explain the importance of being customer-oriented in the 4.0 industry.
- Explain the importance of understanding the business and the industry.
- List the benefits of developing a customer-oriented business.

##### SKILLS

- Identify main competitors in the industry.
- Perform a SWOT analysis.
- Perform a benchmark analysis.

##### COMPETENCES

- Communicate with customers about their needs and how to satisfy them.
- Show a creative attitude towards product/service development.

#### LEVEL

#### ADVANCED

##### KNOWLEDGE

- Elaborate on the value-for-money of being customer-oriented in the 4.0 industry.
- Elaborate on the value-for-money of understanding the business and the industry.
- Identify best-case practices for customer-oriented businesses.

##### SKILLS

- Predict business trends based on own and competitors' performance.
- Define short, middle, and long-term goals based on the conclusions of a SWOT analysis.
- Identify competitive advantages based on the conclusions of a benchmark analysis.

##### COMPETENCES

- Communicate with peers and employees about customers' needs and how to satisfy them.
- Create opportunities for creative product/service development.

Find out more: <https://women-get-ready.erasmus.site/>



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