

1. TITLE OF THE CERTIFICATE (DE)⁽¹⁾

**Reife- und Diplomprüfungszeugnis der Höheren Lehranstalt für Mode
Schulautonome Vertiefung: Modemarketing und Visual Merchandising**

⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)⁽²⁾

**Matriculation and Diploma Certificate of the College of Fashion
Specialisation under school autonomy: Fashion Marketing and Visual Merchandising**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Subject-specific communication in the language of instruction and in two foreign languages;
- Independent design using correct form and language and practical production of documents;
- Knowledge of natural sciences (chemistry, physics, biology, ecology), applied mathematics, history and political education;
- Knowledge of fashion and art history, design history including influential designers, trend research and media;
- Knowledge of legislation relevant to private and professional life and the means of legal enforcement;
- Knowledge of spatial planning, economic systems and economic areas, economic structures and processes, globalisation and sustainability;
- Application of basic entrepreneurial knowledge, e.g. financing decisions, business management, personnel management and development; development of a business plan including marketing (in particular fashion marketing);
- Recognition of business and economic relationships, problem-solving skills;
- Performance of operational accounting tasks and solution using standard software, including cash-based accounting, double-entry bookkeeping, annual financial statements of individual enterprises and partnerships, cost accounting including calculations typical for the industry, personnel accounting, controlling;
- Application of knowledge in the field of information technology, practical use of standard software in the areas of word processing, spreadsheets, image processing, databases and presentation;
- Procurement of information, data management, data protection and security; use of the internet; e-government;
- Planning, implementation, completion and evaluation of projects using standard project management tools;
- Application of knowledge in quality management; methods, quality processes, quality planning, management and control, documentation, tools;
- Application of methods for process data acquisition and process data management; systematic process design; work design and work data management;
- Application of knowledge on technologies of textile surface design, production, properties, care and functionality of textiles; care and textile labelling; analysis, classification and assessment of textile surfaces, threads and fibres;
- Textile finishing taking into account ecological aspects; sustainability and recycling;
- Creation of manual drafts and technical drawings as well as CAD-supported drafts, fashion and work drawings; visualisation and presentation;
- Cut development from the basic cut to the model cut; technical cut implementation of technical drawings and fashion images; innovative, creative and complex cutting solutions for models; use of CAD;
- Production of workpieces with appropriate handling and use of operating materials and equipment, observance of safety guidelines; application of contemporary, efficient and challenging processing techniques and working methods; assessment of product quality in accordance with quality guidelines; preparation of the necessary production documents; artistically creative model work;
- Knowledge regarding the design of customer-oriented product and service offers including quality control;
- Product and service development from idea generation and evaluation to realisation, including organisational implementation;
- Development and application of marketing strategies; marketing processes; market research; operative marketing; implementation of marketing concepts;
- Application of knowledge in communication, product, pricing and distribution policy;
- Implementation of knowledge in the areas of visual merchandising, event management, public relations, new media.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE⁽³⁾

Professional fields:

Entrepreneur or employee with a high degree of personal responsibility in various branches of fashion, the textile industry and administration/management at middle and higher commercial and administrative levels, e.g. clothing designer for ladies' clothing, clothing manufacturer (see decree GZ BMWFJ-33.800/0005-I/4/2012 from 28.2.2013), fashion designer, production manager, purchaser.

Pursuit of regulated professions on a self-employed basis (see also www.gewerbeordnung.at):

With proof of practical experience: Women's clothes maker, lingerie production.

As a result of the liberalisation of the Trade, Commerce and Industry Regulation Act, access to almost all master craftsperson examinations and certificate of competence examinations is possible if the general requirements for carrying out a trade are met. The entrepreneurial examination is waived.

⁽³⁾ if applicable

(*) Explanatory note

This document has been developed with a view to providing additional information on individual certificates; it has no legal effect in its own right. These explanatory notes refer to the Council Resolution no. 2241/2004/EG of the European parliament and the Council of 15 December 2004 on a single Community framework for the transparency of qualifications and competences (Europass).

Any section of these notes which the issuing authorities consider irrelevant may remain blank.

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

5. OFFICIAL BASIS OF THE CERTIFICATE

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| <p>Name and status of the body awarding the certificate</p> <p>Educational institution recognised by the State of Austria, address see certificate</p> | <p>Name and status of the national/regional authority providing accreditation/recognition of the certificate</p> <p>Federal Ministry of Education, Science and Research</p> |
| <p>Level of the certificate (national or international)</p> <p>EQF/NQF 5 ISCED 55</p> | <p>Grading scale / Pass requirements</p> <p>1 = excellent (excellent performance) 2 = good (good performance throughout) 3 = satisfactory (balanced performance) 4 = sufficient (performance meeting minimum pass levels) 5 = not sufficient (performance not meeting minimum pass levels)</p> <p>In addition, the overall performance at the final exam (matriculation- and diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail</p> |
| <p>Access to next level of education/training</p> <p>In accordance with the School Organisation Act (Schulorganisationsgesetz), Federal Law Gazette no. 242/1962 as amended, this certificate entitles holders to attend a university, a post-secondary VET course (Kolleg) and a post-secondary VET college (Akademie); in accordance with the Act on Fachhochschule Study Programmes (Bundesgesetz über Fachhochschul-Studiengänge), Federal Law Gazette no. 340/1993 as amended, to attend a Fachhochschule study programme; and in accordance with the 2005 Higher Education Act (Hochschulgesetz), Federal Law Gazette I no. 30/2006 as amended, to attend a university college of teacher education (Pädagogische Hochschule).</p> | <p>International agreements</p> <ul style="list-style-type: none"> ▪ European Convention on the Equivalence of Diplomas BGBl. (Federal Law Gazette) No. 44/1957 ▪ Convention on the Recognition of Qualifications concerning Higher Education in the European Region, Chapter IV, BGBl. (Federal Law Gazette) III, No. 71/1999 ▪ Training completed with this certificate is a regulated education and training programme in accordance with Article 11, point (c) (ii) of Directive 2005/36/EC on the recognition of professional qualifications, as last amended by Directive 2013/55/EU. The level of training corresponds to point (c) of Article 11 of the Directive. |
| <p>Legal basis</p> <p>National Curriculum, BGBl. (Federal Law Gazette) II No. 340/2015 current version; Regulation on Examinations BMHS, BGBl. (Federal Law Gazette) II No. 177/2012 current version</p> | |

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

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| <ol style="list-style-type: none"> 1. Education within the framework of the prescribed curriculum at a College of Fashion; 2. The external procedures according to External Testing Certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979, current version. |
| <p>Additional information</p> <p>Entry requirements: successful completion of school year 8, if necessary entry examination;</p> <p>Duration of education: 5 years;</p> <p>Duration of compulsory work placement: compulsory work placement for a total of 4 weeks during the holidays;</p> <p>Education goals: Intensive five-year vocational education in general educational, technical theoretical, technical practical and business subjects. Teaching of knowledge and skills for the direct pursuit of a high-level profession in the economy, especially in the fashion and textile industry as well as for taking up academic studies. Important goals are professional and social competence, personality development, ability to be vocationally mobile and flexible, criticism, self responsibility, social and ecological engagement, creativity, innovation, ability to work in a team, problem-solving skills, ability to communicate in the instruction language and foreign languages, readiness to permanent further education.</p> <p>Subjects include: see curriculum in the matriculation and diploma certificate;</p> <p>More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at or at or at www.edusystem.at</p> <p>National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Wien</p> |