

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

**Reife- und Diplomprüfungszeugnis der Höheren Lehranstalt für
Produktmanagement und Präsentation**

⁽¹⁾ in original language

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

**Matriculation and Diploma Certificate of the College of
Product Management and Presentation**

⁽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 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. investment and financing decisions, running a business, personnel management and development; development of a business plan including marketing; e-commerce;
- 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;
- 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;
- Application of knowledge about different materials and their processing, working and application possibilities (wood, paper, plastics, rubber, textile fibres, leather, fur, metals, clay pottery; minerals, stone, glass);
- Product design and processing; material analysis; consideration of economic and ecological ethical aspects;
- Comprehensive knowledge in the field of presentation and moderation; target- and audience-oriented preparation, organisation and implementation of multimedia presentations;
- Concept development for project presentations and events, development and implementation of visualisation concepts;
- Product development and design (colouring and shaping, design and presentation techniques, creativity techniques, design trends, corporate design, advertising art, serial production techniques);
- Creation of animations, image processing, graphic design, layouting, desktop publishing, installation and administration of websites, web design;
- Product design from idea generation and evaluation to realisation, including organisational implementation; market analysis, market-oriented planning processes, quality assurance;
- Performance of project management tasks; application of knowledge in the areas of work organisation, time, event and conflict management, marketing, distribution, communication;
- Appropriate customer orientation, well-groomed appearance, appreciative manners and consideration of diversity as well as of different cultures and values.

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 the economy, especially in the areas of product management and presentation, as well as in administration/management at middle and higher commercial and administrative levels.

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

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

⁽⁴⁾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	
Name and status of the body awarding the certificate Educational institution recognised by the State of Austria, address see certificate	Name and status of the national/regional authority providing accreditation/recognition of the certificate Federal Ministry of Education, Science and Research
Level of the certificate (national or international) EQF/NQF 5 ISCED 55	Grading scale / Pass requirements 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) In addition, the overall performance at the final exam (matriculation- and diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail
Access to next level of education/training 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).	International agreements <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.
Legal basis 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	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Education within the framework of the prescribed curriculum at a College of Product Management and Presentation; 2. The external procedures according to External Testing Certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979, current version.
Additional information Entry requirements: successful completion of school year 8, if necessary entry examination; Duration of education: 5 years; Duration of compulsory work placement: compulsory work placement for a total of 4 weeks during the holidays; 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 areas of product management and presentation, 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. Subjects include: see curriculum in the matriculation and diploma certificate; More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at or at or at www.edusystem.at National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Wien