

## 1. TITLE OF THE CERTIFICATE (DE) <sup>(1)</sup>

**Reife- und Diplomprüfungszeugnis des Aufbaulehrgangs für Mode  
Schulautonome Vertiefung: Modemarketing und Visual Merchandising**

<sup>(1)</sup> in original language

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN) <sup>(2)</sup>

**Matriculation and Diploma Examination Certificate of the Advanced Training Course for Fashion  
Education emphasis: Fashion Marketing and Visual Merchandising**

<sup>(2)</sup> This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

- Vocational-specific communication in the instruction language and in at least two foreign languages;
- Independent formal and linguistically correct creation and practice-oriented production of papers;
- Knowledge in the areas of science (chemistry, physics, biology, ecology), applied mathematics, history and political education;
- Knowledge in the areas of fashion and art history, design history including influential designers, trend research and media;
- Knowledge of land use planning, economic systems and economic areas, economic structures and processes, globalization and sustainability;
- Application of basic business knowledge, e.g. financing decisions, company management, personnel management and development, development of a business plan including marketing (especially fashion marketing);
- Recognizing company and economic relationships, problem-solving competence;
- Perception of business accounting tasks, solutions with the help of standard programs, e. g. revenue and expense statement, double bookkeeping, annual accounts of one-man businesses and incorporated businesses, cost accounting including branch-specific calculations, personnel accounting, controlling;
- Applying methods for process data gathering and process data management, systematic process creation; work structuring and work data management; quality management;
- Analysis, assignment and evaluation of textile surfaces, threads and fibers;
- Applying knowledge about techniques of textile surface creation, care and textile labeling, characteristics, care and functionality of textiles;
- Textile refinement with regard to ecological aspects; sustainability and recycling;
- Pattern development from the basic pattern to the model pattern; pattern-technical implementation of technical drawings and fashion images; innovative, creative and complex pattern solutions for models; use of CAD;
- Manufacturing work pieces with the adequate operation and use of company means and devices, recognizing security guidelines, applying up to date, rational and advanced manufacturing techniques and work methods; evaluating product quality according to quality guidelines; creating the necessary production papers;
- Developing and using marketing strategies; marketing processes; market research; operative marketing; implementation of marketing concepts;
- Applying knowledge in communication policy, product policy, distribution policy and pricing policy;
- Implementation of knowledge in the area of visual merchandising, event management, public relations, new media.

## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE <sup>(3)</sup>

### Professional fields:

Employee or entrepreneur with a high level of personal responsibility in areas of different fields of the fashion and textile industry and administration at a medium and higher business and administrative level, e.g. clothes designer of ladieswear, clothes producer (see order GZ BMWFJ-33.800/0005-I/4/2012 of February 28<sup>th</sup>, 2013), fashion designer, production manager, purchaser.

### Pursuit of regulated professions on a self-employed basis (see also [www.gewerbeordnung.at](http://www.gewerbeordnung.at)):

With practical experience: dressmaker, lingerie production.

Because of the liberalization of the Trade Law access to almost all master and qualifying certificate examinations is given in completion of the general requirements of the trade license. Manager examination is not applicable.

<sup>(3)</sup> if applicable

### <sup>(1)</sup> 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](http://www.europass.at)

### 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the body awarding the certificate</b> Educational institution recognised by the State of Austria, address see certificate	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Federal Ministry of Education, Science and Research
<b>Level of the certificate (national or international)</b> EQF/NQF 5 ISCED 55	<b>Grading scale / Pass requirements</b> 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
<b>Access to next level of education/training</b> 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).	<b>International agreements</b> <ul style="list-style-type: none"> <li>▪ European Convention on the Equivalence of Diplomas BGBl. (Federal Law Gazette) No. 44/1957</li> <li>▪ Convention on the Recognition of Qualifications concerning Higher Education in the European Region, Chapter IV, BGBl. (Federal Law Gazette) III, No. 71/1999</li> <li>▪ 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.</li> </ul>
<b>Legal basis</b> National curriculum, BGBl. (Federal Law Gazette) II No. 340/2015 in the current version; Regulation on Examinations BMHS, BGBl. (Federal Law Gazette) II No. 177/2012 current version	

### 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<ol style="list-style-type: none"> <li>1. Education within the framework of the prescribed curriculum at an advanced training course for fashion;</li> <li>2. The external procedures according to External Testing Certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979, current version.</li> </ol>
<b>Additional information</b>  <b>Entry requirements:</b> successful completion of a three-year vocational school for fashion or a three-year vocational school for fashion and clothes techniques;  <b>Duration of education:</b> 3 years;  <b>Duration of compulsory work placement:</b> facultative work placement 4 weeks in all during holidays;  <b>Education goals:</b> Intensive three-year vocational education in general educational, technical theoretical, technical practical and business subjects. Imparting knowledge and skills that qualify students for advanced economic professions, particularly in the area of the fashion and textile industry as well as entry to a university. Important goals are professional and social competency, personality development, ability to be vocationally mobile and flexible, criticism, self responsibility, social and ecologic engagement, creativity, innovation, ability to work in a team, problem-solving orientation, ability to communicate in the instruction language and foreign languages, readiness to permanent further education.  <b>Subjects include:</b> see curriculum in the matriculation and diploma certificate;  <b>More information</b> (including a description of the national qualification system) is available at: <a href="http://www.zeugnisinfo.at">www.zeugnisinfo.at</a> or at or at <a href="http://www.edusystem.at">www.edusystem.at</a>  <b>National Europass Center:</b> <a href="mailto:europass@oead.at">europass@oead.at</a> Ebendorferstraße 7, A-1010 Wien