

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

**Abschlussprüfungszeugnis der Fachschule für wirtschaftliche Berufe –  
Dienstleistungsmanagement  
Alternativer Pflichtgegenstandsbereich „Medien und Dienstleistungsmanagement“**

(1) In original language

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

**Final Certificate of the School of Management and Services Industries – Service Management  
Alternative compulsory course “Media and Service Management”**

(2) If applicable. This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

- Vocational-specific communication in the instruction language and in English;
- Independent creation of written texts in an accurate, grammatically correct and practice-oriented manner;
- Planning, performing and follow-up of presentations;
- Knowledge in the area of history and political education;
- Knowledge in the area of science (biology and ecology, chemistry, physics);
- Practical and theoretical knowledge in the artistic/creative field (music, art education, creative expression);
- Basic knowledge of psychology and pedagogy (e.g. developmental and personality psychology, social psychology);
- Knowledge in the field of care and nursing of infants and young children as well as elderly people and people in need of care;
- Knowledge in the field of health care; health maintenance, stress management, hygiene and first aid;
- Knowledge about economic systems and economic areas;
- Recognition of business and economic relationships, problem-solving skills;
- Application of basic entrepreneurial knowledge, e.g. investment, financing, business start-up and management; service areas and processes in companies; development of a business idea and a business plan;
- Design of customer-oriented service offers (service design); service development from idea generation and evaluation to realisation including organisational implementation;
- Performance of operational accounting tasks, solution using standard programs, e.g. cash-based accounting, double-entry bookkeeping; annual financial statements of individual enterprises; cost accounting; personnel accounting; special features in the hotel, restaurant and catering industry;
- Knowledge of the legal provisions relevant to private and professional life as well as the ways of enforcing the law;
- Application of basic knowledge in the area of information technology, practice-oriented use of standard software from the areas of text processing, spreadsheets, presentation programs;
- Procurement of information, data management, data protection and security, e-government;
- Application of knowledge and skills in the area of media design: graphics, image processing, digital photography, layout, typography, web design, print and screen design, video technology;
- Basic knowledge of nutrition (ingredients of food, food quality and technology, foodstuffs and beverages, nutrition in prevention and therapy, alternative forms of nutrition, sustainable nutrition etc.);
- Planning, organisation, implementation and evaluation of events including food & beverages and catering; consideration of professional time management; use of industry-specific software and tools;
- Appropriate customer orientation, well-groomed appearance, an appreciation and consideration of diversity in one's manners as well as different cultures and values.

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

### Professional fields:

Employee or entrepreneur in fields of activity in various branches of the economy and administration, in the social and health sector and in food at the middle commercial and administrative level, in particular in the areas of service design and media design, e.g. media designer, information designer, desktop publisher, office assistant (see decree GZ BMWFJ-33.800/0005-I/4/2012 from 28.2.2013), secretary, clerical worker, sales clerk, customer advisor, team assistant. In addition, basic training for editorial office secretary, personnel officer etc.

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

Due to the liberalisation of the Trade, Commerce and Industry Regulation Act, access to almost all master craftsperson and proof of competence examinations is possible if the general requirements for exercising a craft or 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 Decision No 2241/2004/EC of the European Parliament and of 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> and [www.europass.at](http://www.europass.at)

## 5. OFFICIAL BASIS OF THE CERTIFICATE

<p><b>Name and status of the body awarding the certificate</b> Educational institution recognised by the State of Austria, address see certificate</p>	<p><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Federal Ministry of Education, Science and Research</p>
<p><b>Level of the certificate (national or international)</b> EQF/NQF 4 ISCED 35</p>	<p><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)</p> <p>In addition, the overall performance at the final exam is rated as follows: Pass with distinction, Good pass, Pass, Fail</p>
<p><b>Access to next level of education/training</b> Access to the Berufsreifeprüfung (i.e. certificate providing university access for skilled workers), an add-on course or technical and vocational college for people under employment. Access to study programmes at a university of applied sciences; additional examinations must be taken if the educational objective of the respective study programme requires it.</p>	<p><b>International agreements</b> The training level of a training programme completed with this certificate satisfies the requirements set out in Article 11, point (b) of Directive 2005/36/EC on the recognition of professional qualifications, as last amended by Directive 2013/55/EU.</p>
<p><b>Legal basis</b> School pilot project according to authorisation GZ BMB-17.024/0026-II/4/2016; Regulation on Examinations BMHS, Federal Law Gazette II no. 177/2012 current version and authorisation GZ BMB-17.024/0026-II/4/2016</p>	

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>1. Training and education within the framework of the prescribed curriculum at a School of Management and Services Industries - Service Management; 2. The external procedures according to External Examination Regulation as defined in Federal Law Gazette no. 362/1979, current version</p>
<p><b>Additional information</b></p> <p><b>Entry requirements:</b> successful completion of school year 8, if necessary entry examination;</p> <p><b>Duration of education:</b> 3 years;</p> <p><b>Duration of compulsory work placement:</b> Compulsory work placement for 8 weeks during the holidays;</p> <p><b>Education goals:</b> Intensive three-year vocational education in general education, occupation-related practice, occupation-related theory and business subjects. Teaching of knowledge and skills qualifying graduates to directly exercise a profession in the business sphere, in administration, the social and health sectors, in food, in service design and media design. Key objectives are professional and social competence, personal development, capacity for professional mobility and flexibility, ability to criticise and take criticism, personal responsibility, social commitment, creativity, teamwork, ability to communicate in the language of instruction and in English, willingness to take part in lifelong learning.</p> <p><b>Subjects include:</b> see curriculum in the final exam certificate;</p> <p><b>More information</b> (including a description of the national qualification system) is available at: <a href="http://www.zeugnisinfo.at">http://www.zeugnisinfo.at</a> and <a href="http://www.bildungssystem.at">http://www.bildungssystem.at</a></p> <p><b>National Europass Centre:</b> <a href="mailto:europass@oead.at">europass@oead.at</a> Ebendorferstraße 7, A-1010 Vienna</p>