

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾

**Diplomprüfungszeugnis des Kollegs für wirtschaftliche Berufe
 Fachrichtung Kommunikations- und Mediendesign**

⁽¹⁾ in original language

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

**Diploma Certificate of the Post-Secondary VET Course of Management and Services Industries
 Area specialisation: Communication and Media Design**

⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Subject-specific communication in the language of instruction and in at least one foreign language;
- Independent design using correct form and language and practical production of documents;
- Planning, implementation and follow-up of presentations;
- Knowledge of spatial planning, economic systems and economic areas, economic structures and processes, globalisation and sustainability;
- Application of basic entrepreneurial knowledge, e.g. financing and investment decisions, business management, personnel management and development; development of a business plan including marketing;
- Recognition of business and economic relationships, problem-solving skills; e-commerce;
- Service and product development from idea generation and evaluation to development and realisation; service innovation management, service design;
- Performance of operational accounting tasks including cost accounting, e.g. cash-based accounting, double-entry bookkeeping, personnel accounting, annual financial statements of individual enterprises and partnerships; special features in e-commerce, controlling;
- Knowledge of legislation relevant to private and professional life and the means of legal enforcement;
- Application of basic knowledge in information technology, practical use of standard software (word processing, spreadsheets, image processing, databases and presentation programs); network security, data protection and security, e-government;
- Theoretical and practical knowledge about installation and administration of operating systems and networks;
- Creation of web databases; preparation, presentation and management of data; programming, management and publication of websites;
- Programming of content management systems, use of suitable software;
- Application of knowledge and skills in communication and media design: digital photography and image processing, web design, digital video technology, print design, publishing, design, digital audio editing, animation technology;
- Planning and organisation of events involving food & beverages and catering; use of multimedia marketing measures as well as planning instruments, time management methods and industry-specific software;
- Performing management tasks as well as planning, organisation, implementation, documentation and evaluation of projects using common project management tools.

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

Professional fields:

Employee or entrepreneur in fields of activity in various branches of the economy and administration/management at middle and higher commercial and administrative levels, especially in the fields of media informatics and media design, e.g. media designer, web content manager, multimedia designer, information designer, desktop publisher. In addition, basic training for foreign language correspondent, editorial office secretary, personnel officer, etc.

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

^(*) 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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| 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 (diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail |
| Access to next level of education/training By fulfillment of the admission requirements for the Post-Secondary VET Course, the admission is generally given to all university studies, academies, pedagogical universities and to universities of applied sciences. When beginning a respective study course at a university of applied science the duration of studies can be reduced. | International agreements The training level of a training programme completed with this certificate satisfies the requirements set out in Article 11, point (c) of Directive 2005/36/EC on the recognition of professional qualifications, as last amended by Directive 2013/55/EU. |
| Legal basis National curriculum, Federal Law Gazette II no. 239/2016 current version; Regulation on Examinations Kollegs und Sonderformen für Berufstätige an BMHS, Federal Law Gazette II no. 36/2017 current version. | |

| 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 Post-Secondary VET Course of Management and Services Industries Area specialisation: Communication and Media Design; 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: matriculation diploma, university admissions equivalency test, vocational matriculation examination; Duration of education: 4 semesters; Duration of compulsory work placement: compulsory work placement for a total of 4 weeks during the holidays; Education goals: Intensive four-semester vocational education in technical theoretical and business subjects. Teaching of knowledge and skills for the direct pursuit of a high-level profession in the communication and media industry, public relations and marketing, information technology, upper service sector and administration/management as well as in the creative and cultural sector. Important goals are professional and social competence, personality development, ability to be vocationally mobile and flexible, criticism, self responsibility, social engagement, creativity, ability to work in a team, ability to communicate in the instruction language and foreign languages, readiness to permanent further education. Subjects include: see curriculum in the 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 |