

1. TITLE OF THE CERTIFICATE (DE) <sup>(1)</sup>
<b>Diplomprüfungszeugnis des Kollegs an Handelsakademien Ausbildungsschwerpunkt „Kommunikationsmanagement und Marketing“</b>
<sup>(1)</sup> in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) <sup>(2)</sup>
<b>VET-Diploma – Post-Secondary Course in Higher VET at Colleges of Business Administration Specialist Subject Area „Communication management and marketing“</b>
<sup>(2)</sup> This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES
<p>Graduates have the competence and skill to</p> <ul style="list-style-type: none"> <li>▪ use their extensive and cross-linked scientific knowledge as well as their practical experience in their professional field of action and in their life situation,</li> <li>▪ take an active role as entrepreneurs, employees and/or as consumers,</li> <li>▪ find creative and demanding solutions for economic problems,</li> <li>▪ gather and assess information necessary for solving tasks independently as well as to use information and communication technologies,</li> <li>▪ work in a team and to take responsibility,</li> <li>▪ communicate in correct German as well as in the foreign languages acquired,</li> <li>▪ deal with religions, cultures and ideologies, to take part in cultural life as well as to show understanding and respect for others,</li> <li>▪ deal with ethical and moral values,</li> <li>▪ act taking economic, ecological and social aspects into consideration,</li> <li>▪ take appropriate training and further training measures independently,</li> <li>▪ act in a socially responsible way which results in respect and adequate consideration,</li> <li>▪ use a wide range of forms of communication (verbally, nonverbally, written),</li> <li>▪ get involved in a cooperative, responsible and target-oriented way,</li> <li>▪ work in a task-oriented and responsible way as well as in a team,</li> <li>▪ deal with conflicts in a solution-oriented and self-controlled way,</li> <li>▪ show empathy, appreciation and capability of motivation,</li> <li>▪ lead and supervise working groups and to respond flexibly if necessary,</li> <li>▪ act appropriately to the situation in their appearance and in their roles,</li> <li>▪ create a working environment in a controlled and reflected way and with own initiative,</li> <li>▪ perform tasks systematically and to establish interconnections with other situations,</li> <li>▪ implement life-long learning as immanent part of their life planning and career management,</li> <li>▪ build language skills necessary for their professional life through integrated language learning (Content and Language Integrated Learning – CLIL) and to use the language correctly,</li> <li>▪ plan and implement internal and external communication measures,</li> <li>▪ plan as well as implement market research and an opinion poll,</li> <li>▪ plan communication messages and spread them through selected media,</li> <li>▪ conceptualize and implement marketing measures as well as take legal regulations into account,</li> <li>▪ plan and carry out events and campaigns as well as work together with agencies.</li> </ul>

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE <sup>(3)</sup>
<p><b>Range of occupations:</b></p> <p>Graduates of Post-Secondary Courses in Higher VET at Colleges of Business Administration are self-employed entrepreneurs or independent in jobs like consultants, assistant to the management, group and team management mainly in the following fields: accounting, controlling, personnel management, finance and risk management, marketing, customer care and sales, information and communication, project and process management, environmental and sustainability management, event management and organization, Supply-Chain Management especially purchase, logistics, warehousing, quality management and administration, etc.</p> <p><b>Pursuit of regulated professions on a self-employed basis:</b> (look it also up <a href="http://www.gewerbeordnung.at">www.gewerbeordnung.at</a>)</p> <ul style="list-style-type: none"> <li>▪ After a professional occupation of one and a half years: debt collection agency, business consulting including company organisation</li> <li>▪ After a professional occupation of one and a half years and a qualifying examination: real estate agent and manager, security business (private investigator), surveillance business, labour lease</li> </ul>
<sup>(3)</sup> In 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](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 certificat	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Bundesministerium für Bildung, Wissenschaft und Forschung (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 (Diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail
<b>Access to next level of education/training</b> By fulfilling the entry requirements for the Post-Secondary Course in Higher VET, access to all courses of study at universities, academies and universities of applied sciences is normally given. If the course of study taken at a university of applied sciences is appropriate, the duration of study can be reduced.	<b>International agreements</b> ▪ 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.
<b>Legal basis</b> National curriculum, BGBl. (Federal Law Gazette) II Number (No.) 152/2015 current version, Examination regulations Post-Secondary VET Courses and Post-Secondary Courses for People in Employment, BGBl. (Federal Law Gazette) II No. 36/2017 current version.	

6. OFFICALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Training and education as defined by the National Curriculum at a Post-Secondary Course in Higher VET at College of Business Administration. 2. External certification as defined in BGBl. (Federal Law Gazette) II No. 362/1979 current version.
<b>Additional information:</b>
<b>Entry requirements:</b> Reifeprüfung, university entrance examination, Berufsreifeprüfung
<b>Duration of education:</b> 2 years (4 semesters)
<b>Duration of work placement:</b> totally 4 weeks (150 hours)
<b>Education objectives:</b> The Post-Secondary Course in Higher VET at Colleges of Business Administration has the task to provide the graduates from various Secondary Academic Schools with the job specific content of the College of Business Administration and with the respective specialisation in the chosen Special Subject. The graduates are enabled to work in senior positions in business and administration as well as a self-employed entrepreneur.
<b>Subjects include:</b> see List of Subjects in the VET-Diploma
<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> and <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; Tel. + 43 1 53408-684