

## National compilation of methodology in Austria

	<b>Formal vocational educational system</b>
What/Who (Overview)	<ul style="list-style-type: none"> <li>• Dual vocational education: Apprenticeship – companies, vocational schools (WK)</li> <li>• Vocational secondary schools (BMS, BHS)</li> <li>• Universities</li> <li>• Universities of Applied Sciences</li> </ul>
Vocational education/qualification:	<b>Apprenticeship retail/ final apprenticeship examination (LAP)</b> digital sales as additional voluntary training (freely selectable for employees and employers)
Duration	3 years
Competence standard	<ul style="list-style-type: none"> <li>• NQF, Level 4 Final apprenticeship examination (LAP), which is of high relevance for employees in commerce in Austria, is defined as a reference qualification on Level 4.</li> </ul>
Training standard	<ul style="list-style-type: none"> <li>• Legal educational regulations</li> <li>• Apprenticeship contract</li> <li>• Legal examination regulations for final apprenticeship examination</li> </ul>
<i>Recommendation/comments</i>	<i>Digital sales should be a cross-cutting issue for all traditional training topics as e.g. sales of shoes, food, sport articles, etc.</i>
Recognition	Apprentices <ul style="list-style-type: none"> <li>• Successful completion of 9th grade</li> <li>• Min. 15 years old</li> </ul>

	<p>Companies</p> <ul style="list-style-type: none"> <li>• Legally accredited trainer</li> <li>• Ability to teach all educational contents in the own company or</li> <li>• Certified training association of several companies to provide the whole range of educational contents</li> </ul>
Vocational education/qualification:	<b>Certified Academic Sales Manager</b> (Additional qualification MSc possible), WK, WIFI, FH
Duration	2 years Extra-occupational education
Competence standard	<ul style="list-style-type: none"> <li>• Standardized training curriculum</li> </ul>
Training standard	<ul style="list-style-type: none"> <li>• Guidelines for trainings on Universities of applied sciences throughout Austria</li> </ul>
Recommendation/Comment	<i>Increasing contents in the field of e-commerce are planned</i>
Recognition	<p>Participants</p> <ul style="list-style-type: none"> <li>• Final apprenticeship examination</li> <li>• Work experience - 2 years</li> <li>• English skills</li> <li>• Standardized selection procedure</li> <li>• Admission interview</li> </ul> <p>Trainers</p> <ul style="list-style-type: none"> <li>• Special qualification/training for trainers</li> <li>• Standardized selection procedure</li> </ul>

	<b>Non-formal vocational educational system</b>
What/Who (Overview)	<p>VETS:</p> <ul style="list-style-type: none"> <li>• WIFI</li> <li>• SZF</li> <li>• Europe-MPO International GmbH</li> <li>• bfi</li> <li>• .....</li> </ul>
Vocational education/qualification:	<p>WIFI</p> <p>„WIFI Online-Marketing Workshop“ (3 h)  „GO online-Marketingworkshop for commerce“ (3h)  „Social Media for YOUR company“ (8 h)  „WEB- &amp; Social Media Marketing Management“ (112 h)  „Course eCommerce und Digitalmarketing“ (168 h)  „MSc Designing Digital Business“ (Study, 4 terms)</p> <ul style="list-style-type: none"> <li>• No training offers in the field of retail/sales for employees regarding NQF-Level 1-4</li> <li>• High level offers for companies are available</li> </ul> <p>SZF</p> <ul style="list-style-type: none"> <li>• Tailor-made, individual and practical oriented sales and distribution trainings for employees include e-commerce contents</li> </ul> <p>MPO</p> <p>„Online – Marketing Training“ (36 h)  „Online Content Management Training“ (50 h)  „Online Lead Generation – virtual sale“ (80 h)</p> <ul style="list-style-type: none"> <li>• All trainings for office, sales &amp; marketing, Call Center, Customer care center</li> </ul>

	bfi <b>“Social Media ManagerIn” (98 h)</b> <ul style="list-style-type: none"> <li>• Employees of marketing department</li> </ul>
Duration	WIFI 3-168 hours  SZF 4-8 hours  MPO 36 – 80 hours  bfi 98 hours
Competence standard	WIFI <ul style="list-style-type: none"> <li>• Standardized curricula throughout Austria</li> <li>• Standardized exams/certified exams</li> </ul> SZF No defined standards  MPO No defined standards available  bfi <ul style="list-style-type: none"> <li>• Standards defined by law</li> <li>• Standards defined by contracting authorities (e.g. labour market service)</li> <li>• Standards defined in respective training concepts by bfi</li> <li>• Standardized exams/certified exams</li> </ul>

<p>Training standard</p>	<p>WIFI</p> <ul style="list-style-type: none"> <li>• Internal competence standards for trainers</li> <li>• WIFI-Guidelines for training and qualification throughout Austria</li> </ul> <p>SZF</p> <ul style="list-style-type: none"> <li>• Focus on the individual demands of the participants - tailor-made and practical oriented trainings</li> </ul> <p>MPO</p> <p>No defined standards available</p> <p>bfi</p> <ul style="list-style-type: none"> <li>• Standards defined by law</li> <li>• Standards defined by contracting authorities (e.g. labour market service – gender competences)</li> <li>• Internal competence standards for trainers based on formal qualification, vocational and training experience</li> </ul>
<p><i>Recommendation/comments</i></p>	<p>SZF</p> <p><i>Defined learning outcomes for e-commerce contents are available!</i></p> <p>MPO</p> <p><i>Defined learning target, no outcomes, are available!</i></p>
<p>Recognition</p>	<p>WIFI</p> <p>Participants – Standardized selection procedure</p> <ul style="list-style-type: none"> <li>• Admission interview</li> <li>• Admission test</li> <li>• Performance of works</li> <li>• Learning objectives test</li> </ul>

	<p><b>SZF</b> Participants – used methods are oriented on individual learners and defined learning outcomes</p> <ul style="list-style-type: none"> <li>• Case studies</li> <li>• Multiple choice questions</li> <li>• Worksheets</li> <li>• Questionnaires for self study</li> </ul> <p><b>MPO</b> no recognition tools available</p> <p><b>bfi</b> Participants – Standardized selection procedure based on KSC</p> <ul style="list-style-type: none"> <li>• Admission interview</li> <li>• Admission test</li> <li>• Questionnaires</li> <li>• Letter of motivation</li> </ul>
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**WIFI** Business development institute (Austria, especially Styria)

**SZF** Training Center Fohnsdorf (labour market Service, Styria)

**MPO** Management-Staff-Organization (bit-Group)

**bfi** Vocational Training Institute (Styria)