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## Methodologies for design of qualifications and recognition of competences in the field of e-commerce in Spain

### WHO is involved in the design of qualifications?

The [Spanish National System for Qualifications and Vocational Education and Training](#), known in Spanish as [SNCFP](#), was established by Spanish Organic Act 5/2002 of 19 June 2002. It consists of instruments and actions which are necessary to promote and develop the integration of Vocational Education and Training, as well as to assess and accredit professional competencies.

The [SNCFP](#) objectives are to adapt the professional training to the qualification demands of productive organizations, to facilitate the adaptation of supply and demand on the labour market, to extend lifelong learning beyond the traditional educational period, and to promote the freedom of movement for workers.

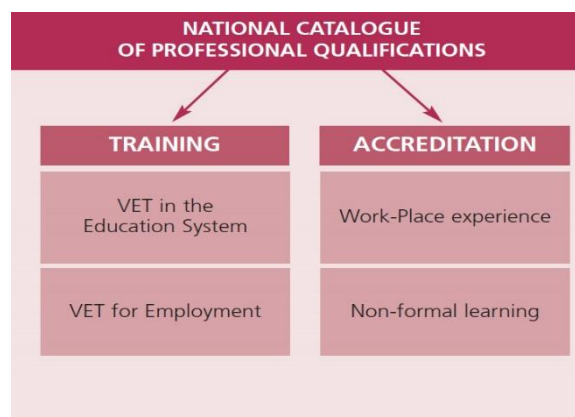
Among its basic principles the following:

- The participation and cooperation of social agents with public authorities.
- To adapt the training and qualifications to European Union standards.
- The participation and cooperation among the different Public Administrations.
- The promotion of the economic development taking into account the regional needs regarding the productive system.

The [Spanish National Catalogue of Professional Qualifications](#), known in Spanish as [CNCP](#), is an instrument of the Spanish National System for which

arranges the professional qualifications according to competences appropriate for an occupational performance. Some of the main objectives of the CNCP are to integrate the existing programs on VET in order to adapt them to the characteristics and demands of the Spanish productive system and to be a referent to assess the professional competences.

The CNCP comprises the most important professional qualifications of the Spanish productive system. It includes VET contents related to each professional qualification. The contents are organized in modules which are included in a Spanish Modular Catalogue of Vocational Education and Training. The Spanish National Institute of Qualifications, known in Spanish as INCUAL, is responsible for defining, drawing up and updating the CNCP and the corresponding Modular Catalogue of VET.



### The CNCP structure

The CNCP consists of professional qualifications arranged in professional families and levels of qualification taking into account UE criteria.

The **26 professional families** which make up the CNCP have been created according to professional competence affinity criteria.

The **5 levels of professional qualification** are based on the professional competence required for each productive activity taking into account different criteria like knowledge, initiative, autonomy, responsibility and complexity, among others, necessary for the accomplishment of every activity.

**DEFINITION BY DESCRIPTORS**

**Level 1**

Competence in a reduced group of relatively simple working activities related to normalized processes, in which the theoretical knowledge and practical capacities involved are limited.

**Level 2**

Competence in a group of well-defined professional activities with the capacity to use particular instruments and techniques concerning, mainly, an execution activity which can be autonomous within the limits of the above-mentioned techniques. It requires knowledge on the technical and scientific fundamentals of the activity concerned and capacities for the comprehension and the application of the process.

**Level 3**

Competence in a group of professional activities which require the command of different techniques and can be executed in an autonomous way. It involves responsibility on the coordination and supervision of technical and specialized work. It demands the understanding of the technical and scientific fundamentals of the activities concerned as well as the assessment of the factors in the process and the assessment of the economic repercussions.

**Level 4**

Competence in a wide group of complex professional activities performed in a great variety of contexts which require to combine technical, scientific, economic or organizational variables to plan actions, or to define or develop projects, processes, products or services.

**Level 5**

Competence in a wide group of professional activities of great complexity performed in different contexts, often unpredictable, which imply to plan actions or to conceive products, processes or services. Great personal autonomy. Frequent responsibility on the assignment of resources and on the analysis, diagnosis, design, planning, execution and assessment.

**Link between levels of the NQF and the EQF**

There is a clear link between levels of qualification in the NQF and the level descriptors of the EQF. Both are compatible but must be specified in the description of each qualifications. The National Catalogue of Professional Qualifications specifies the qualifications of levels 1, 2 and 3 (levels 1, 2, 3, 4 and 5 of the EQF), understood as the areas of vocational education and training for employment in the field of lifelong learning.

EQF	CNCP	Acreditación
Nivel 1	Nivel 1	Operario
Nivel 2		
Nivel 3	Nivel 2	Técnico Medio
Nivel 4		
Nivel 5	Nivel 3	Técnico Superior
Nivel 6	Nivel 4	Grado
Nivel 7	Nivel 5	Máster
Nivel 8	Sin definir	Doctor

*Relación entre el EQF y el CNCP*

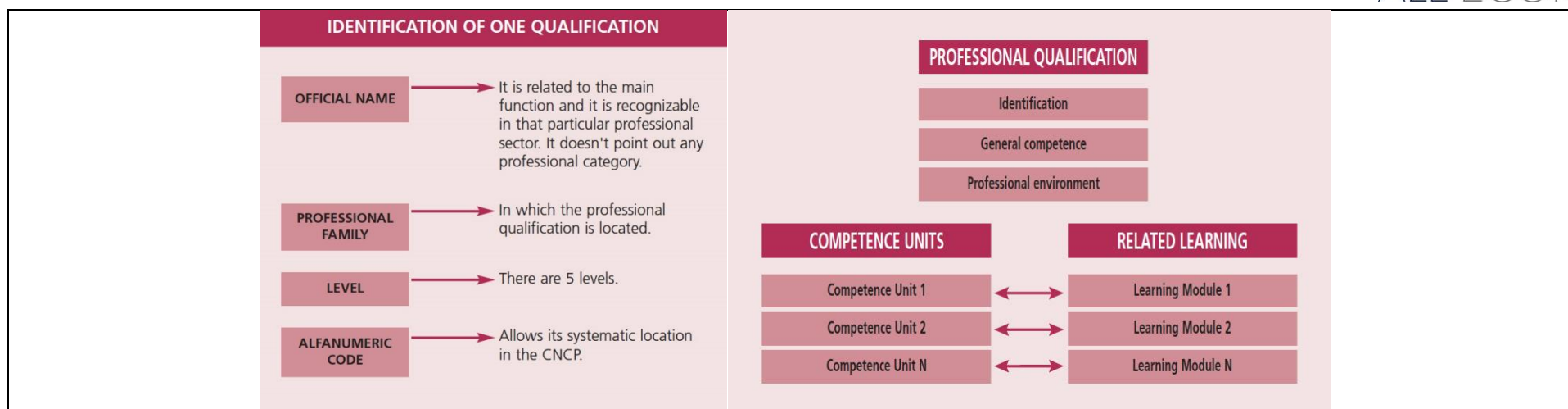
### The Professional Qualification

A professional qualification is defined as a set of professional competences significant in employment which can be acquired through VET modules or any other kind of learning structure as well as through work experience.

A person is qualified when he/she achieves the expected outcomes during his/her professional performance, with reasonable resources and quality levels. The professional qualifications do not involve any regulation of professional practice.

A person's competence comprises the whole range of knowledge and capacities that enable to perform a professional activity according to productive system and employment demands.

The professional environment is described through both the field in which the tasks are developed, specifying the sort of organizations, areas and services as well as the productive sectors and the related occupations and positions.



### Methodology to develop the Professional Qualifications

The methodology is based on the guidelines approved by the Spanish General Council of VET in May, 2003. The Council is the advisory body of the Spanish Government on Vocational Education and Training. It is organized on a tripartite basis with representation of the central and regional Administration, the employers' organizations and the trade unions.

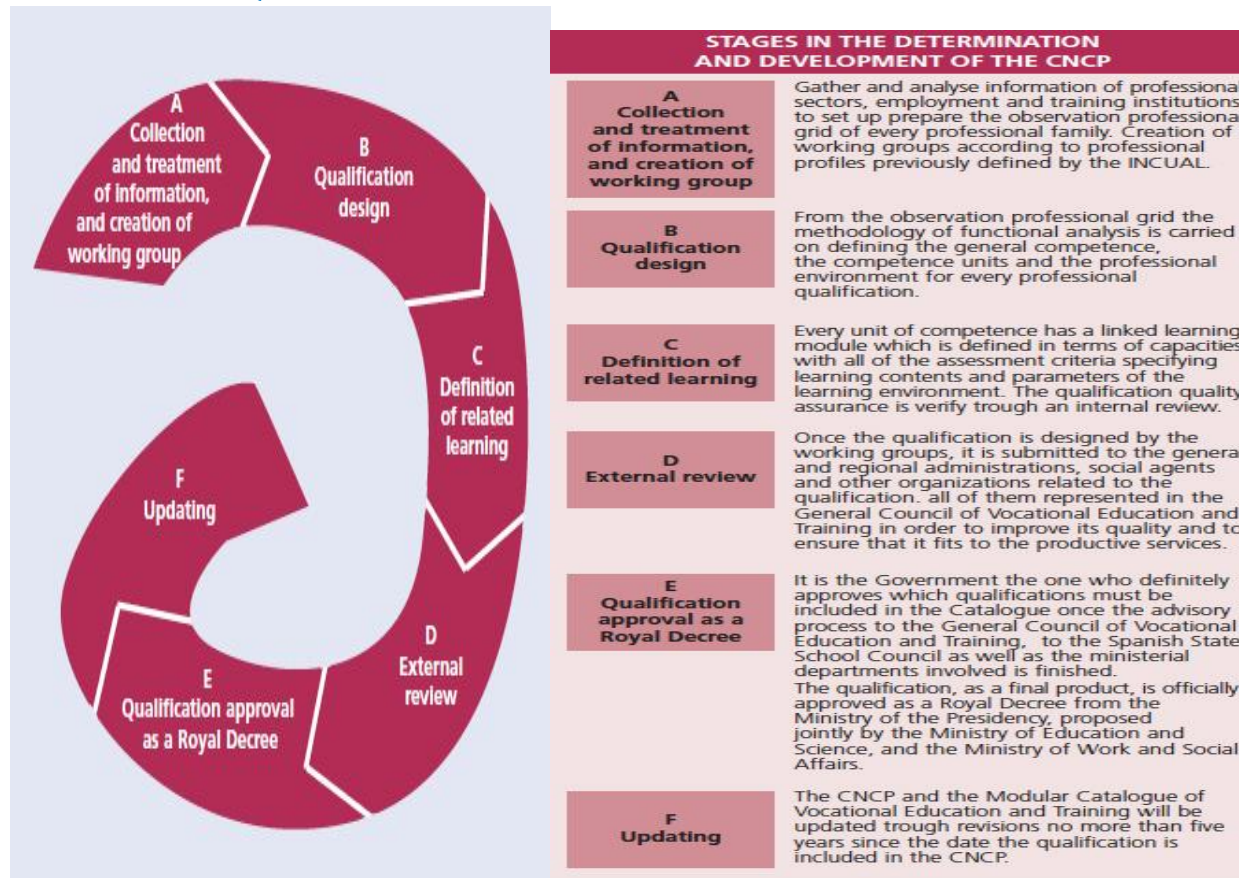
In order to define the qualifications, 26 working groups have been created (one per professional family). The members of these working groups are learning and productive experts selected through the proposals made by the organizations of the General Council of VET.

The activities of the different stages to identify and develop the qualifications included in the CNCP are directed by the National Institute of Qualifications (INCUAL) the body responsible for the definition, development and update of the National Catalogue of Professional Qualifications and the related Modular Catalogue of Vocational Education and Training.

Some working groups are placed in different Spanish regions depending on the importance of the productive sectors which cooperate with the National Institute of Qualifications (INCUAL).

The development of the National System for Qualifications and Vocational Education and Training promotes the collaboration of Social Agents with Public Administrations, universities, chambers of commerce and educative entities. Procedures of collaboration and consultation with the different productive sectors and the social partners have been established in order to identify and update the needs for qualifications, as well as their definition and the definition of the associated learning.

### Stages in the development of Professional Qualifications:



### Recognition, assessment and accreditation of qualifications

It is a set of procedures to recognize, assess and accredit the professional competences acquired through work experience or any other type of non-formal learning. This assessment and accreditation of professional competences will be developed following principles that guarantee the assessments reliability,



objectiveness and technical rigour. The National Catalogue of Professional Qualifications serves as an objective reference in this procedure.

When the professional competences of an employee are assessed and they are not sufficient to complete the qualifications included in a diploma of vocational education and training or an Occupational Aptitude Certificate, a partial cumulative accreditation is awarded. Thus, if the employee wishes to do so, he/she will be able to complete the training in order to obtain the relevant diploma or certificate.

The Minister of Labour and Immigration and the Minister of Education will develop, with the collaboration of the administrations belonging to the Autonomous Community, a Committee for Information and Guidance, which allows getting information related to the accreditation and assessment procedure, the official announcements and the training offers. Also, the necessary tools to make the self-evaluation and the path training election easier, will be included.

In Spain, over sixty per cent of working population does not hold a recognized accreditation of their professional qualification. Besides, there is a great amount of non-formal learning whose lack of recognition, especially for population groups like women, immigrants and unemployed, can cause situations of inappropriate mobility in the labour market with the resulting exclusion risk.

The European Union established in May 2004 the Common European Principles for the identification and validation of non-formal and informal learning, necessary to promote comparison and acceptance of differences among Member States as well as the transfer and acceptance of educational and training results in different environments.

#### Requirements and stages in the recognition and accreditation of professional qualifications:

1. People who want to participate in the procedure must fulfil the following requirements:
  - a. To have the Spanish nationality, to have obtained the registration certificate of the community citizenship or the European Union citizen family card, or to be the holder of a residence authorization, or of residence and work in force in Spain, in the terms established in the immigration law of Spain.
  - b. To be 18 years old in the moment of the registration, when it is about the competence units corresponding the qualifications of level I, and to be 20 years old for the levels I and III.
  - c. To have work experience and/or training related to the professional competences that it is wanted to accredit:
    - In case of work experience. To justify, at least 3 years, with a minimum of 2.000 total worked hours, for the last 10 years passed before carrying out the official announcement. For competence units of level I, a two-year work experience with a minimum of 1.200 total worked hours, is required.
    - In case of training. Justify, at least 300 hours, for the last 10 years passed before carrying out the official announcement. Competence units of level I, at least 200 hours will be required. In cases in which the learning modules associated to the competence unit that is hoped to be accredited consider a minor duration, the established hours in those learning modules should be accredited.
2. People over 25 years old who satisfy the requirements of work training experience indicated in the text above, and can't justify them through the documents described in the article 12 of this Royal Decree 1224/2009 17th of July, could apply for his or her provisional registration in the procedure.

They will submit the justification through any fact admitted in law, about his or her work experience or non-formal training learnings. To study those cases, the competent administrations will designate the necessary consultants, who will issue a report about the provenance or non-provenance of the participation of the applicant in the procedure. If positive report, the definite registration will be proceeded.

The procedure proceedings will consist of the following stages:

- a. Counselling.
- b. Assessment of the professional competence.
- c. Accreditation and recording of the professional competence.



<b>HOW are qualifications designed?</b>			
<b>If you have a competence standard →</b>	<b>Components of competence standard:</b>	<b>Definition of used terminology:</b>	<b>Examples of components related to e-commerce:</b>
Each qualification has a general competence which defines briefly the workers essential tasks and functions. Every professional qualification consists of <b>Competence Units (UC, in Spain)</b> .	<p>Each <b>UC</b> includes:</p> <p><b>Official name:</b> it is related to the main function and it is recognizable in that particular professional sector. It doesn't point out any professional category.</p> <p><b>Professional family:</b> in which the professional qualification is located.</p> <p><b>Level:</b> there are 5 levels</p> <p><b>Alphanumeric code:</b> Allows its systematic location in the CNCP (National Catalogue of Professional Qualifications)</p>	The <b>UC</b> is the minimum set of professional competences which can be partially recognized and accredited.	<p>Name of Qualification: <i>"Sales activities"</i></p> <p>UC:</p> <ul style="list-style-type: none"> <li>- <i>To sell through different distribution channels</i></li> <li>- <i>Online sale</i></li> </ul>
<b>Professional performances (RP, in Spain)</b>	Each RP includes "Performance criteria" ( <b>CR</b> in Spain)	The UC is described through professional performances ( <b>RP</b> ) which set up the expected behaviour of one person in terms of outcomes or results of the activities performed.	<p>Following with the above Qualification: <i>"Sales activities"</i></p> <p>RP: <i>To decide the best course of action related to sales, adjusting the action plan defined by the company</i></p>

<b>Performance criteria (CR, in Spain)</b>	Each <b>CR</b> corresponds to an <b>RP</b>	Every RP is assessable through a set of performance criteria ( <b>CR</b> ) which express the acceptable level of one professional performance to fit the productive organisations targets. They are the reference guide for the assesment of the professional competence.	Following with the above RP ( <i>To decide the best course of action related to sales, adjusting the action plan defined by the company</i> )  CP: <i>The specific aspects related to sales, are identified by consulting, if necessary, online and offline resources, at least:</i>  -Company resources: <i>corporate identity, target group, ...</i>  -Market resources: <i>turnover, commercial objectives,..</i>  Product or service resources: <i>pricing policies, range of products, guaranty, ...</i>
<b>If you have a training standard →</b>	<b>Components of training standard:</b>	<b>Definition of used terminology:</b>	<b>Examples of components related to e-commerce:</b>
Learning module ( <b>MF</b> , in Spain)	<b>Identification</b> (denomination, level, competence unit to which is linked, code alphanumeric, length in hours)  <b>Capacities learning outcomes</b> (assesment criteria and capacities achieve in a real work context)  <b>Learning contents</b>	Every UC is linked to a <b>learning module (MF)</b> which describes the necessary learning to acquire that competence unit.  All learning modules are linked to a Modular Catalogue of VET which meets the productive sectors demands for qualification and aims to	MF: <i>“Information and costumer service”</i> correspond to 2 UC:  - <i>Costumer service management</i> - <i>Customer Services Techniques</i>

	<b>Parameters of the learning environment</b> (spaces and facilities and trainer's professional profile)	increase competitiveness by reinforcing the working population's qualification.	
<b>Others →</b>			
<b>Professional context</b>	Means of production Products and results Used or generated information	The professional context defines the context in which belongs to the UC.  The competence is developed in a professional context. This context describes, in a guiding way, the means of production, products and results of work, used or generated information, and any other analogue element considered to be necessary to set a professional performance.	<i>Production resources: internet, security programs, pay systems...</i>  <i>Products and results: product sale</i>  <i>Used information: product catalogue, price list,...</i>

## WHICH qualifications are designed and implemented?

Title of qualification (course, training, ...)	Professional Qualification: COM085_2 Sales Activities – (Professional Certification: COMV0108 - Sales Activities)		
Content	Target group	Medium duration (hours)	Objective of activity
UC0239 Make the sale of products and/or services through different marketing channels. UC0240 Perform auxiliary sale operations. UC0241 Implement the actions of the user, consumer and customer service	Seller, adviser, Commercial developer Telemarketing phone operator contact-center Operator Trade sales assistant <b>e-commerce sales operator</b> information and customer service expert	Total 570 hours  MF0239» Sales operations(180 h) MF0240» Sales auxiliary operations (150 h) MF0241» client/consumer/customer information and service (150 h) MF1002» Professional English for sale business (90 hours)	Carry out the sale of products and/or services activities through different marketing channels by establishing relationships with the client in the most satisfactory way, reaching the goals proposed by the Organization and establishing links in order to promote customer loyalty.

Title of qualification (course, training, ...)	Professional Qualification: COM631_2 Management of retail trade activities – (Professional Certification: COMT0112 small business management activities)		
Content	Target group	Medium duration (hours)	Objective of activity
<p>UC2104_2» Promote and manage a small business in terms of quality.            UC2105 Arrange and stimulate the point of sale of a small business.            UC2106 Ensure response and retail trade supply capacity.            UC0239 Make the sale of products and/or services through different marketing channels.            UC1792Manage the occupational risks prevention in small business.</p>	<p>Trading company managers with less than 10 employees.            Traders shop owners.            Retail trade managers.</p>	<p>Total 570 hours             MF2104: Implementation and development of the small trade. (120 hours)            MF2105: Organization and stimulation of the small trade. (120 hours)            MF2106: Purchase management in the small trade. (90 hours)            MF0239: Sales operations. (180 h)            MF1792: Prevention of Occupational Risks management in small business. (60 hours)</p>	<p>Implement and manage a small business or independent shop, organizing, managing and controlling the supplies, the stimulation of the point of sale and the sale activities - through traditional channels or Internet- using external consulting and management services when the complexity of the activity requires it , in order to ensure the capacity of response, presence and sustainability over time enhancing the service of proximity and personal advice in the costumer service, according to quality criteria of retail trade, respect for the environment, safety and risk prevention, all in accordance with the law.</p>

<b>Title of qualification (course, training, ...)</b>	<b>Professional Qualification: COM314_3 Commercial Sales Management. (Professional Certification: COMT0411 Commercial Sales Management)</b>		
<b>Content</b>	<b>Target group</b>	<b>Medium duration (hours)</b>	<b>Objective of activity</b>
<p>UC1000 obtain and process the necessary information for the definition of strategies and commercial performances.</p> <p>UC1001 manage the sales force and coordinate the commercial team.</p> <p>UC0239 make the sale of products and/or services through different marketing channels.</p> <p>UC0503 organize and control the promotional actions in commercial spaces.</p> <p>UC1002 in sales business, be able to communicate fluently in English.</p>	<p>Sales manager Sales representative Commercial agent Store manager Coordinator of commercial employees Telemarketing Supervisor</p>	<p>Total: 570 hours</p> <p>MF1000: Commercial organization (90 h)</p> <p>MF1001. Management of the sales force and commercial teams (120 h)</p> <p>MF0239: Sales operations. (180 h)</p> <p>MF0503: Commercial promotions (90 h)</p> <p>MF1002: Professional English for commercial activities (90 h)</p>	<p>Organize, carry out and control business operations in direct contact with customers or through information and communication technologies, communicating in English, if necessary, coordinating the sales team and monitoring the promotion actions, dissemination and sale of products and services.</p>



Title of qualification (course, training, ...)	Professional Qualification: COM412_1 Auxiliary trades activities. (Professional Certification: COMT0211_1 Auxiliary trades activities)		
Content	Target group	Medium duration (hours)	Objective of activity
<p>UC1326 To prepare orders effective and efficiently, using established procedures.</p> <p>UC1327 Auxiliary operations of replenishment, disposal and packaging of products at the point of sale.</p> <p>UC1328 manipulate and move products in the commercial area and in the distribution of proximity, using pallet trucks and hand trucks.</p> <p>UC1329 To provide operational and structured information customer care.</p>	<p>Order picker</p> <p>Proximity deliveryman by foot</p> <p>Trade-dependent auxiliary</p> <p>Stock person</p>	<p>Total: 270 hours</p> <p>MF1326 Preparation of orders. (60 h)</p> <p>MF1327 Auxiliary operations at the sale point (90 h)</p> <p>MF1328 Handling and movements with pallet trucks and hand trucks (60 h)</p> <p>MF1329 Basic customer service(60 h)</p>	<p>Auxiliary activities of replacement and refurbishment at the point of sale and distribution of proximity, following instructions and criteria established, using the necessary equipment, standards of safety and health, and with, where necessary, give attention and structured information to the customer at the point of sale or in the service of proximity.</p>

Title of qualification (course, training, ...)	Professional Qualification: COM087_3 Service to the client, consumer and customer. (Professional Certification: COMT0110 Service to the client, consumer and customer)		
Content	Target group	Medium duration (hours)	Objective of activity
UC0241 To execute the actions of the client, consumer and customer service. UC0245 Manage complaints and claims of the client/consumer/customer UC0246 To obtain, organize and manage information and documents in the field of consumption. UC1002 In sales business, be able to communicate fluently in English	Technical information and customer service in companies Technician in consumption in Public Administration Agencies Technician in consumption in private and public consumer protection agencies. Technician in consumption of consumer cooperatives	Total: 570 hours MF0241 Client/consumer/customer information and service (150 h) MF0245 Management of complaints and claims of consumer (150 h) MF0246 Organization of a system of consumer information. (180 h) MF1002 Professional English for commercial activities (90 h)	To manage and implement care plans to the client/consumer/customer of goods and services, in accordance with regulations and legislation in the field of consumption, established procedures and received specifications

Title of qualification (course, training, ...)	Professional Qualification: COM158_3 Implementation and animation of commercial spaces. (Professional Certification: COMP0108 Implementation and animation of commercial spaces)		
Content	Target group	Medium duration (hours)	Objective of activity
UC0501 Set the implementation of commercial spaces. UC0502 To organize the implementation of products and services in the sale's area. UC0503 Organizing and controlling the promotional actions in commercial spaces. UC0504 To organize and supervise the Assembly of storefronts in the commercial establishment.	Merchandiser Commercial window dresser Designer of commercial spaces Responsible for point of sale promotions Specialist in implementation of commercial spaces Organizer of points of sale in supermarkets, store manager or section manager.	Total: 390 hours  MF0501 Implementation of commercial spaces (120 h) MF0502 Implementation of products and services (90 h) MF0503 Commercial promo (90 h) MF0504 Commercial window-dressing (90 h)	To Define, organize and supervise the implementation and animation of commercial spaces, both internally as externally, according to specifications and quality standards established, in conditions of safety, risk prevention and respect for the regulations in force.

Title of qualification (course, training, ...)	Professional Qualification: COM312_3 Market research assistance. (Professional Certification: COMM0111 Market research assistance)		
Content	Target group	Medium duration (hours)	Objective of activity
UC0993 To prepare the information and tools necessary for market research UC0994 To organize and control the activity of pollsters UC0995 To conduct surveys and/or interviews using established procedures and techniques UC0997 To help in obtaining conclusions from market research and analysis	Technician in market research and public opinion. Field technician jobs. Inspector of survey Agents Encoder data in market research	Total: 480 hours  MF0993 Market research organization (120 h) MF0994 Organization of field work (120 h) MF0995 Techniques of interview and survey (90 h) MF0997 Techniques of data analysis for markets research (150 h)	Involved, under the supervision of the research team, in the Organization and supervision of obtaining information, through various media and information and communication systems, coordinating and controlling or conducting surveys/interviews and collaborating on the presentation of findings of market research for decision making in organizations.

<b>Title of qualification (course, training, ...)</b>	<b>Professional Qualification: COM313_3 Control consumption and training. (Professional Certification: COMT0311 Control consumption and training)</b>		
<b>Content</b>	<b>Target group</b>	<b>Medium duration (hours)</b>	<b>Objective of activity</b>
<p>UC0246 To obtain, organize and manage information and documents in consumption area.</p> <p>UC0998 To perform control actions on consumption according to the current regulations or codes of conduct adopted by the company.</p> <p>UC0999 To organize and perform actions of information and training to consumers, companies and organisations in terms of consumption.</p>	<p>Consumption inspectorate agent.</p> <p>Companies advisor in the control of market and protection measures for consumers.</p> <p>Technician in consumption.</p> <p>Training manager in consumption.</p>	<p>Total: 540 hours</p> <p>MF0246 Organization of a consumer information system(180 h)</p> <p>MF0998 Control actions on consumption (180 h)</p> <p>MF0999 Advice and training in the field of consumption (180 h)</p>	<p>Manage and carry out actions of control and surveillance of market in the field of consumption and of information and/or training actions aimed at consumers, businesses or other organizations, in accordance with the current regulations, established procedures and received specifications.</p>

<b>Title of qualification (course, training, ...)</b>	<b>Professional Qualification: COM652_3 Marketing and communication management. (Professional Certification: COMM0112 Marketing and communication management)</b>		
<b>Content</b>	<b>Target group</b>	<b>Medium duration (hours)</b>	<b>Objective of activity</b>
<p>UC1007 To obtain and prepare information for market information system</p> <p>UC2185 To assist in the definition and monitoring of policies and marketing plan.</p> <p>UC2186 To manage the launch and implementation of products and services on the market.</p> <p>UC2187 To organize and manage marketing and communication events, following the protocol and established criteria.</p> <p>UC2188 To assist in the Organization and monitoring of the established media plan.</p> <p>UC2189 To develop and disseminate, on different supports, information and advertising materials.</p> <p>UC1002 In sales business, be able to communicate fluently in English.</p>	<p>Assistant to the Chief of product.</p> <p>Advertising technician</p> <p>Public relations Technician</p> <p>Organizer of marketing and communication events marketing.</p> <p>auxiliary media in advertising.</p> <p>Controller of broadcast in media companies.</p> <p>Marketing technician.</p>	<p>Total: 690 hours</p> <p>MF1007 Market information systems (120 h)</p> <p>MF2185 Marketing policies (120 h)</p> <p>MF2186 Launch and implementation of products and services (90 h)</p> <p>MF2187 Management of marketing and communication events (90 h)</p> <p>MF2188 Organisation and control of the “media plan” (90 h)</p> <p>MF2189 Marketing and communications materials (90)</p> <p>MF1002: Professional English for commercial activities (90 h)</p>	<p>To assist in the definition, organization, dissemination and monitoring of promotional activities and events, marketing and communication plans, and carry out auxiliary activities of organization and follow up on the media plan, to launch and prolong the existence of products, services and brands, reinforcing the image of the Organization, and, if necessary, using the English language.</p>