

1. TITLE OF THE CERTIFICATE (DE) ⁽¹⁾
Lehrabschlussprüfungszeugnis E-Commerce-Kaufmann/E-Commerce-Kauffrau
⁽¹⁾ in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN) ⁽²⁾
Certificate of Apprenticeship 'E-Commerce Trader' (f/m)
⁽²⁾ This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES
Specialist areas of competence:
E-commerce

The e-commerce trader carries out a variety of tasks within the framework of the shop management system. This includes in particular participation in the configuration and modification of the online shop. He/she takes care of search engine optimisation and designs the presentation and management of goods in the online shop. The e-commerce trader acts professionally when dealing with customer enquiries. He/she works with customer evaluation systems according to the specifications of the training company.

Marketing

The e-commerce trader has knowledge of classic and online marketing and, based on this knowledge, is involved in the design of operational marketing instruments with a focus on the sale of goods from the training company in the online shop. For example, he/she creates short texts or edits text modules and undertakes formatting and design work both for the online shop and for operational communication media such as newsletters or direct mailings, press releases, social media contributions/articles. He/she participates in the planning of the customer journey in the online shop. Furthermore, he/she works on the workplace's social media presence.

Office management

The e-commerce trader carries out a variety of tasks within the scope of operational communication. This includes, in particular, letter or e-mail correspondence, where he/she takes care of the text design in accordance with internal specifications (e.g. corporate design). The e-commerce trader has knowledge of procurement, works on various tasks in this area and communicates with people inside and outside the workplace. In this way he/she determines the demand for goods or services for his/her area of responsibility, compares offers from different suppliers, makes a reasoned pre-selection and participates in the ordering of goods or services.

Operational accounting

The e-commerce trader carries out work in operational accounting on the basis of his/her knowledge in the individual sub-areas of accounting. In bookkeeping, this includes organisation of supporting documents and the checking of supporting documents. He/she is also involved in operational payment transactions. In addition, the e-commerce trader carries out tasks within the scope of data preparation (working with statistics and key figures).

Interdisciplinary areas of competence:
Working in an operational and professional environment

The e-commerce trader has basic knowledge of the operational range of services and of business, economic and ecological connections in order to organise and carry out his/her activities efficiently and sustainably. He/she acts self-competently, socially and methodically within the operational structure and process organisation and works on the tasks assigned to him/her in a solution-oriented manner appropriate to the situation based on his/her understanding of intrapreneurship. In addition, he/she communicates in a manner appropriate to the target group, also in English to suit the job, and acts in a customer-oriented manner.

Quality oriented, safe and sustainable work

The e-commerce trader applies the principles of operational quality management and is involved in the further development of operational standards. He/she reflects on his/her own approach and uses the knowledge gained from this in his/her area of responsibility.

The e-commerce trader observes the legal and operational regulations for his/her personal safety and health at work and acts appropriately in the event of accidents and injuries. Within the scope of his/her area of responsibility, he/she considers significant ecological effects of his/her activity and therefore acts in a sustainable and resource-saving manner.

Digital work

The e-commerce trader selects and efficiently uses the most suitable digital equipment, operational software and digital forms of communication for his/her tasks within the framework of the legal and operational requirements. He/she digitally obtains the internal and external information necessary for the processing of tasks. The e-commerce trader acts purposefully and responsibly based on his/her digital competence. This includes in particular the sensitive and secure handling of data in compliance with legal and operational requirements (e.g. General Data Protection Regulation).

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE ⁽³⁾**Range of occupations:**

Employment including in retail establishments and retail chains with online sales, wholesale establishments, banks and insurance companies, transport companies and other service providers with online sales or online services and in production companies with online sales

⁽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 (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass).

More information on Europass is available at: <http://europass.cedefop.europa.eu> or www.europass.at

5. OFFICIAL BASIS OF THE CERTIFICATE	
Name and status of the body awarding the certificate Lehrlingsstelle der Wirtschaftskammer (Apprenticeship Office of the Economic Chamber; for the address, see certificate)	Name and status of the national/regional authority providing accreditation/recognition of the certificate Bundesministerium für Arbeit und Wirtschaft (Federal Ministry of Labour and Economy)
Level of the certificate (national or international) NQF/EQF 4 ISCED 35	Grading scale / Pass requirements Overall performance: Pass with Distinction Good Pass Pass Fail
Access to next level of education/training Access to the <i>Berufsreifeprüfung</i> (i.e. certificate providing university access for skilled workers) or a vocational college for people under employment. Access to relevant courses at a <i>Fachhochschule</i> (i.e. university level study programme of at least three years' duration with vocational-technical orientation); additional examinations must be taken if the educational objective of the respective course requires it.	International agreements Between Germany, Hungary, South Tyrol and Austria, international agreements on the mutual automatic recognition of apprenticeship-leave examinations and other vocational qualifications have been concluded. Information on equivalent apprenticeship occupations can be obtained from the Federal Ministry of Labour and Economy.
Legal basis 1. Training regulation for e-commerce trader BGBl. II (Federal Law Gazette) No. 52/2020 (company-based training), examination regulation of the commercial-administrative apprenticeship occupations BGBl. II (Federal Law Gazette) No. II 203/2021 2. Curriculum framework (education at the vocational school for apprentices) 3. The present apprenticeship trade replaces the apprenticeship trade for e-commerce trader (training regulation BGBl. II [Federal Law Gazette] No. 153/2018), which expired as of 30.04.2020.	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
1. Training in the framework of the given training regulation for e-commerce trader and of the curriculum of the vocational school for apprentices. Admission to the final apprenticeship examination upon completion of the apprenticeship period specified for the apprenticeship trade concerned. The final apprenticeship examination aims to establish whether the apprentice has acquired the skills and competences required for the respective apprenticeship trade and is able to carry out the activities particular to the learned trade herself/himself in an appropriate manner. 2. Admission to the final apprenticeship examination in accordance with Article 23 (5) of the <i>Berufsausbildungsgesetz</i> (Vocational Training Act). An applicant for an examination is entitled to sit the final apprenticeship examination without completing a formal apprenticeship training if she/he has reached 18 years of age and is able to prove acquisition of the required skills and competences by means of a relevant practical or an on-the-job training activity of appropriate length, by attending relevant courses etc.
Additional information: Entry requirements: successful completion of 9 years of compulsory schooling Duration of training: 3 years Enterprise-based training: Enterprise-based training comprises $\frac{4}{5}$ of the entire duration of the training and focuses on the provision of job-specific skills and competences according to Article 2 of the training regulation, BGBl. II (Federal Law Gazette) No. 52/2020, enabling the apprentice to exercise qualified activities as defined by the profile of skills and competences specified above. Education at vocational school: School-based education comprises $\frac{1}{5}$ of the entire duration of the training. The vocational school for apprentices has the tasks of imparting to apprentices the basic theoretical knowledge, of supplementing their enterprise-based training and of widening their general education in the framework of subject-oriented part-time instruction. More information (including a description of the national qualification system) is available at: www.zeugnisinfo.at and www.edusystem.at National Europass Center: europass@oead.at Ebendorferstraße 7, A-1010 Wien; Tel. + 43 1 53408-684