

1. TITLE OF THE CERTIFICATE (DE)

**Zeugnis über die Prüfung zum anerkannten Fortbildungsberuf
Geprüfter Medienfachwirt und Geprüfte Medienfachwirtin-Bachelor Professional in
Media**

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

**Certificate on completion of the recognized further training examination for
Bachelor Professional in Media**

This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Evaluate, organise, control and optimise networked processes for the production of print, digital and intermedial media products; assist in the development of innovative print and digital media products; prepare investment decisions; plan, introduce and review measures for the improvement of work safety, and of health and environmental protection;
- Assess, plan and optimise design and production processes in print and digital media production taking into account intermedial aspects; select and use production resources; assess production outcomes; implement quality assurance measures;
- Develop and implement sales strategies; advise customers; introduce measures to ensure achievement of defined quality goals; prepare for, follow up and support audits; observe legal requirements;
- Plan, record and evaluate measures supporting the responsible use of resources; apply costing and time management methods; monitor and keep to budgets and project costs; prepare and interpret cost accounting records;
- Determine personnel requirements, *ensure the deployment and systematic development of personnel*; assess the development potential of employees; define and implement training measures, take responsibility for company-based training.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE

Certified media specialists work in particular in print, and media companies of varying sizes, in different sectors and also in various departments and areas of employment in a company where they carry out operational, organisational and leadership tasks using operational and personal management tools. They are involved in shaping the organisational change in the company from a technical perspective.

(*) Explanatory notes

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.

More information on transparency is available at: www.cedefop.eu.int/transparency

© European Communities 2002

5. OFFICIAL BASIS OF THE CERTIFICATE	
<p>Name and status of the body awarding the certificate Chamber of Industry and Commerce</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Industry and Commerce</p>
<p>Level of the certificate (national or international) ISCED 2011 Level 65 These qualifications are referenced to level 6 of both the German and the European Qualifications Framework (DQR, EQF); see publication of 1 August 2013 (BAnz AT 20.11.2013 B2).</p>	<p>Grading scale/Pass requirements (**) 100 - 92 points = 1 = excellent 91 - 81 points = 2 = good 80 - 67 points = 3 = average 66 - 50 points = 4 = pass 49 - 30 points = 5 = poor 29 - 0 points = 6 = fail The candidate passed all examinations required for the completion of further training.</p>
<p>The advanced vocational education and training provides access to the next level of qualifications, in particular</p> <ul style="list-style-type: none"> • Certified Technical Business Management Specialist • Certified business economist • Certified vocational training specialist <p>as well as access to advanced programmes in higher education.</p>	<p>International agreements</p>
<p>Legal basis Ordinance for the examination leading to the recognised advanced training qualification of Bachelor Professional in Media from 17.12.2020, (Federal Law Gazette, BGBl. I p. 2965)</p>	

6. OFFICIALLY RECOGNIZED WAYS OF ACQUIRING THE CERTIFICATE
<p>The advanced vocational education and training is obtained by passing an examination before the competent body specified under 5. Before sitting the examination, candidates must provide proof of</p> <ol style="list-style-type: none"> 1. a successfully completed final examination or journeyman's examination in the recognized training occupation in the print and media industry 2. successful completion of training or a journeyman examination in a recognized training occupation and, following the vocational education and training, at least one year of relevant professional practical experience or 3. at least four years of relevant professional practical experience or 4. relevant skills and competencies and 5. attainment of the certificate of authorisation to provide VET qualifications.

Additional information

The skills and competences of which proof is to be furnished in the further training examination are usually acquired during many years of practical work and within the framework of education measures. Courses are offered in preparation for the examination; their duration and content is geared to the different specialist and managerial tasks.

Passing the examination also confers the qualifications required to provide training on the certificate holder, pursuant to Section 30 Para 5 Vocational Training Act (*Berufsbildungsgesetz*).

Translations of the certificate can be obtained from the competent body named in section 5 above.

()Note**

“Simplified grade scale” The official grade scale is contained in the appendices of the “ordinance” specified under legal basis.