



1. TITLE OF THE CERTIFICATE (DE) (1)

**Abschlussprüfung im staatlich anerkannten Ausbildungsberuf
Kaufmann im E-Commerce und Kauffrau im E-Commerce**

(1) in original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)(1)

Final examination in the state-recognized training occupation Management assistant for e-commerce

(1) This translation has no legal status.

3. PROFILE OF SKILLS AND COMPETENCES

- Design and ongoing development of ranges of goods and services
- Evaluation, utilisation and ongoing development of e-commerce sales channels
- Management of online portals and online shops, and provision of support to procurement
- Use of tools for commercial management and monitoring in e-commerce.
- Creation of interfaces with other sales channels
- Evaluation and selection of communication channels, organisation of internal and external communication
- Preparation and implementation of online marketing measures.
- Initiation and processing of contracts for online goods and services
- Evaluation and use of different payment systems
- Compliance with legal regulations for e-commerce
- Application of project-oriented working methods in e-commerce.

4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE (1)

Management assistants for e-commerce are employed in companies which sell and distribute goods and services online.

(1) if applicable

(*) **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.europass.cedefop.eu.int/transparency

5. OFFICIAL BASIS OF THE CERTIFICATE

Name and status of the body awarding the certificate Chamber of Industry and Commerce	Name and status of the national/regional authority providing accreditation/recognition of the certificate Chamber of Industry and Commerce
Level of the certificate (national or international) ISCED 354 This qualification corresponds to Level 4 of the German and European Qualifications Framework; cf. publication from 1 August 2013 (BAnz AT 20/11/2013 B2)	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 A total of at least 50 grade points are required to pass the examination.
Access to next level of education / training Certified commerce specialist Certified tourism specialist Certified marketing specialist Certified sales specialist State-certified business administrator	International agreements In the field of vocational training, joint declarations on the comparability of qualifications obtained in the respective vocational training systems have been signed on the basis of bilateral agreements concluded between Germany and France and between Germany and Austria.
Legal basis Ordinance on Initial Vocational Education and Training in the Occupation of Management assistant for e-commerce of 12/13/2017 (Federal Law Gazette, Part I, p 3926) Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, KMK, of 24.11.2017), (Federal Gazette, No B2 of 06.04.2018)	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

Final examination administered by the competent body: <ol style="list-style-type: none"> 1. after completion of dual training in a company and at part-time vocational school (normal procedure) 2. after retraining in a recognized training occupation 3. as an external examination for working people without formal vocational qualifications or persons who have been trained at full-time vocational schools or other vocational training institutions
Additional information Entry requirements: Entry requirements are not governed by legislation; as a rule, young people are admitted after completing (nine or ten years of) general education. Duration of training: 3 years. Training in the "dual system": Teaching of the knowledge, skills and competences needed for an occupation is based on the typical requirements of work and business processes and prepares the trainees for a specific job. The training is provided in a company and at part-time vocational school: In the company, the trainees acquire practical skills in a real working environment. On one or two days per week, the trainees attend part-time vocational school, where they are taught general and vocational knowledge related to their training occupation. More information is available at: www.berufenet.arbeitsagentur.de National Europass Centre www.europass-info.de