

Integration of Project Results in National Qualification Systems

AUSTRIA

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State of the Art in Austria

- The use of online shopping by customers is increasing in Austria.
- The expansion of internet and the rapid development of various information and communication technologies set constantly new impulses in the areas of e-commerce.
- The use of e-commerce to make and/or receive orders correlates with the size of the company, the bigger the more.
- The understanding of “e-Commerce” differs between all actors, there is no obvious common definition.

Trends

- The pressure on the stationary sale has increased enormously. More and more stationary retail employers put on a scattered distribution strategy with retail store and online store.
- There is an awareness concerning the fast development of e-commerce which leads to new occupations in the sector. Social partners are dealing with the topic already.

Vocational Educations in Austria

Formal vocational educational system

Dual vocational education: Apprenticeship with final apprenticeship examination
Companies and vocational schools (WK)

- Apprenticeship Retail , optional incl. module “Digital Sales”
- Apprenticeship E-Commerce Sales

Non-formal vocational educational system (VETs)

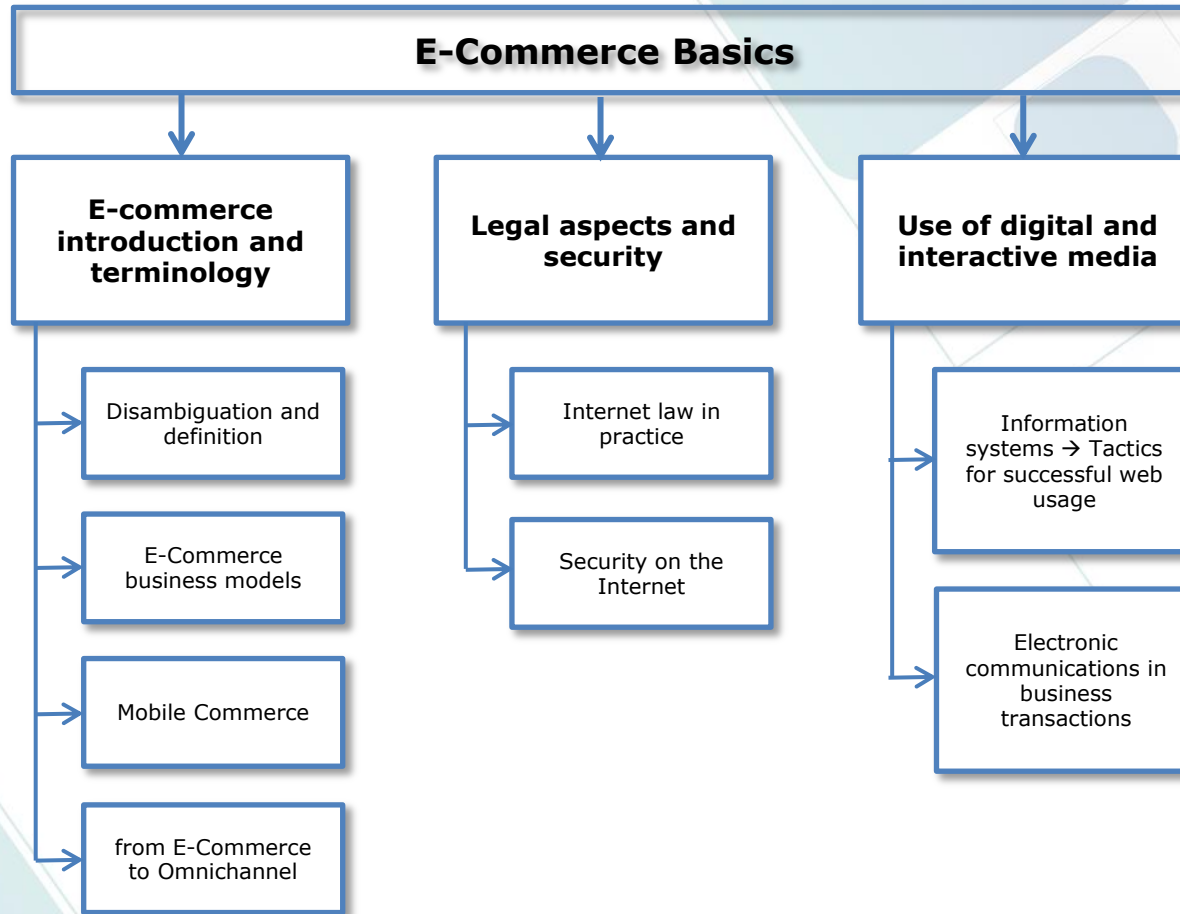
- Almost no training offers in the field of retail/sales for employees regarding NQF-Level 1-4

Overview Education System Austria

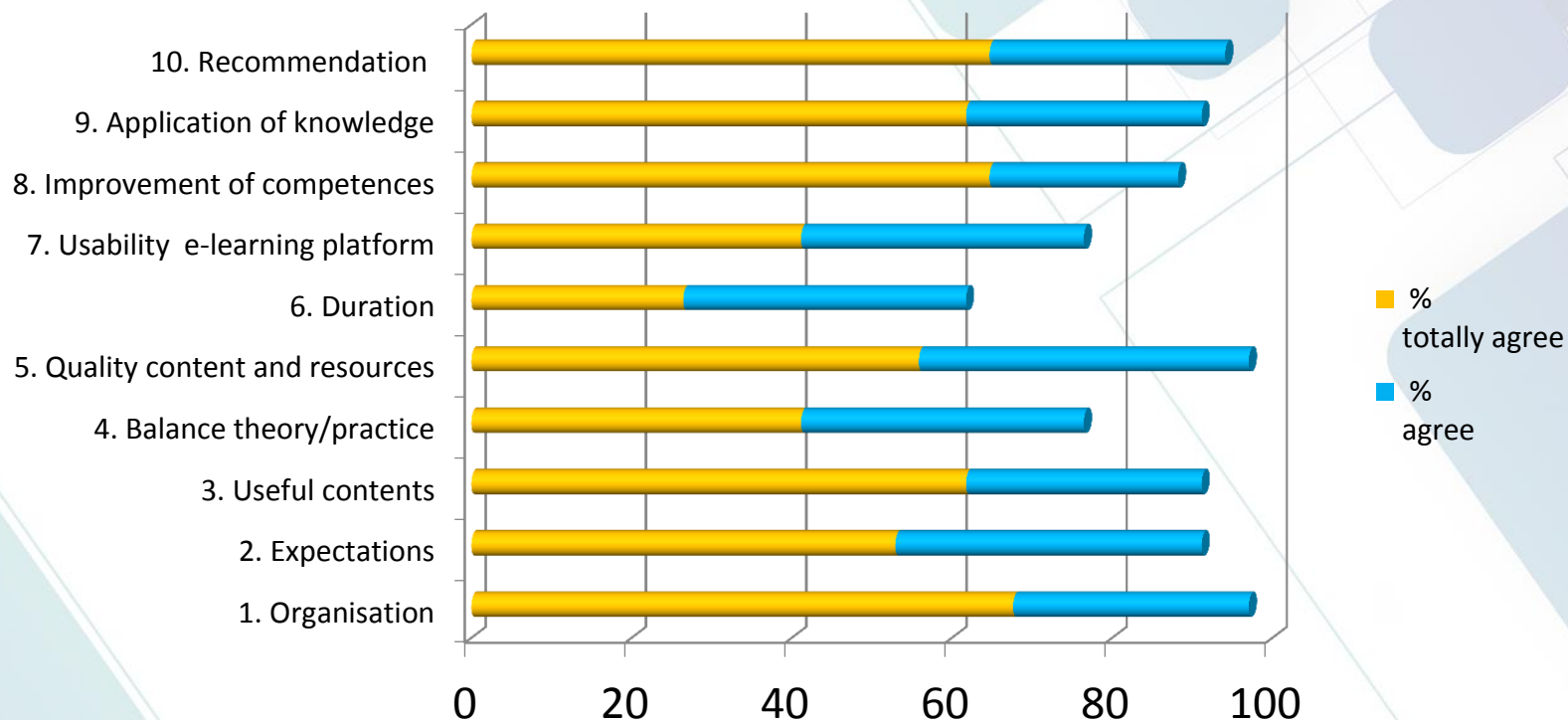
National Qualification Frame - Austria

- **Final apprenticeship examination (LAP)**, which is of high relevance for employees in commerce in Austria, is defined as a **reference qualification on Level 4**.

Training Module „E-Commerce Basics“



Testing Training Module „E-Commerce Basics“ Result



Integration of Result in the National Qualification System Training Module

1. The developed training course will be integrated into the **Wifi training program** and addresses thousands of employers and employees online and as program brochure.
2. WK Styria, Sector Commerce will launch a corresponding PR-campaign for all member companies. Goal is to use this **training module as "on-boarding"** for all employees in the commerce sector.
3. This success motivates us to develop the further modules step by step in detail and also to integrate them.

Integration of Result in the National Qualification System Training Module

4. As part of the **social partnership**, all relevant stakeholders were involved and act as multipliers.
5. The developed offer is of great importance for **works councils** as part of their advisory work in terms of training of employees.
6. People who are in measures of the **labour market service at the interface to companies** improve their employability significantly, the chances on the job market increase, and a shortage of skilled workers can be reduced.

THANK YOU!

