


<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>				
<b>Total ECVET Points</b>					
<b>EQF Level</b>					
<b>NQF Level</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Units of Learning outcomes</b>	<b>U1</b>	<b>Accounting and Controlling</b>			
	<b>U2</b>	<b>Budgeting, Calculation and Financing</b>			
	<b>U3</b>	<b>Entrepreneurship</b>			
	<b>U4</b>	<b>Human Resources Management</b>			
	<b>U5</b>	<b>Tutoring</b>			
	<b>U6</b>	<b>Marketing and Sales Management</b>			
	<b>U7</b>	<b>Customer Services and Support</b>			
	<b>U8</b>	<b>Floristry Production</b>			
	<b>U9</b>	<b>Assessment, Quality Assurance and Documentation of Process and Product</b>			
	<b>U10</b>	<b>Quality, Health, Safety and Environment Management</b>			
	<b>U11</b>	<b>Vocationally-specific Business Administration</b>			
	<b>U12</b>	<b>Communication in an international context (country specific unit)</b>			
<b>Cross sectional Learning Outcomes</b>	<p>To acquire the learning outcomes properly the following competences are essential:</p> <ul style="list-style-type: none"> <li>▪ s/he is able to act with social and ecological responsibility,</li> <li>▪ s/he is able to adopt quality management</li> <li>▪ s/he is able to use information and communication technology (ICT).</li> </ul>				

<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<h1>U1</h1>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Accounting and Controlling</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to apply basic accounting rules.	S/he is able <ul style="list-style-type: none"> <li>• to create a profit and loss statement,</li> <li>• to carry out internal accounting,</li> <li>• to conduct an inventory valuation.</li> </ul>			S/he is able <ul style="list-style-type: none"> <li>• to read and evaluate balance sheets,</li> <li>• to make write-downs and provisions and transfer them onto a balance,</li> <li>• to draw conclusions for the company.</li> </ul>	
				S/he is able to plan and implement actions to control and reduce the effects of deviations	



<b>Title of the Qualification</b>	<b>Master Floristry Crafts person</b>			<h1>U2</h1>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Budgeting, Calculation and Financing</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to draw up a cost estimate, calculate contribution margins and balance outcomes economically.	S/he is able to produce operational accounts.				
	S/he is able to calculate the costs of products and services and to analyse their profitability.				
	S/he is able to calculate the prices of products and services.				
	S/he is able to identify overall profit and losses.				
S/he is able to assess the company's investment needs and its financial resources.	S/he is able to select types of financing for corporate requirements, such as equity financing, self-financing and debt financing, leasing, factoring as well as types of public financing and subsidisation.				
S/he is able to calculate the company's performance ratios and take them into consideration.					
S/he is able to plan a budget by taking into account the relationship between operational accounts, calculations and results deviations.	S/he is able to draw up the bases for an investment budget, taking into account the company's liquidity and possible types of financing.			S/he is able to prepare a financial plan for the company, determine liquidity and identify the company's investment requirements.	
	S/he is able to conduct a cost control.				

<b>Title of the Qualification</b>	<b>Master Floristry Crafts person</b>			<b>U3</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Entrepreneurship</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able <ul style="list-style-type: none"> <li>to make a location analysis,</li> <li>to develop a start up concept ,</li> <li>to draw up a medium- and long-term business plan.</li> </ul>	S/he is able to plan and set corporate targets.				
	S/he is able to plan and organise work, production and business processes, taking into account procurement and warehousing processes.				
	S/he is able to plan, organize and coordinate the work-, production- and business-processes, also including storage and logistics.				
S/he is able to apply the aspects of civil law relevant for skilled craft businesses and SMEs as well as provisions of commercial law, crafts, commerce and industry, competition and taxation legislation.					
S/he is able to organise cooperation with companies.					
S/he is able to apply a self- and time-management.					



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<b>U4</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Human Resources Management</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to apply the collective agreement and provisions of labour legislation.	S/he is able to determine and plan the company's need for staff and apply different methods of staff recruitment and selection.				
	S/he is able to lead and motivate staff responsibly.		S/he is able to resolve staff conflict.		
	S/he is able to develop the competences of staff according to current and future needs of the company and of the individuals.				

<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<h1>U5</h1>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Tutoring</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
<p>S/he is able</p> <ul style="list-style-type: none"> <li>to apply the formal regulations and legislation concerning Vocational Education and Training,</li> <li>to arrange a training contract.</li> </ul>	<p>S/he is able to assess the company's suitability for the training of young people.</p>		<p>S/he is able</p> <ul style="list-style-type: none"> <li>to organise the training process,</li> <li>to implement a corporate training plan,</li> <li>to organise training cooperation projects with schools, training centres, companies and other VET providers.</li> </ul>		
	<p>S/he is able</p> <ul style="list-style-type: none"> <li>to plan the training process,</li> <li>to examine the youths' training prerequisites,</li> <li>to recruit apprentices.</li> </ul>				
	<p>S/he is able</p> <ul style="list-style-type: none"> <li>to train apprentices in terms of specialisation and pedagogy,</li> <li>to demonstrate responsibility for the special needs of young people.</li> </ul>		<p>S/he is able to prepare apprentices for exams.</p>		
		<p>S/he is able to resolve conflict with or between apprentices.</p>			



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<b>U6</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Marketing and Sales Management</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to interpret analyses and studies of sales and procurement markets.	S/he is able to prepare a target group-specific market analysis, taking into account customers, suppliers, competitors, etc.		S/he is able to apply the appropriate instruments to design policies connected with pricing, terms and conditions, products and product lines and services, such as branding. In this context he/she is able to assess the impact of marketing measures.		
	S/he is able to draw up a marketing plan.				
S/he is able to negotiate and to handle contracting.	S/he is able to implement sales and after sales techniques.				

<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<h1>U7</h1>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Customer services and support</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to collect necessary information on the prospective customers to analyse service and product requests and expectations	S/he is able to analyse the needs and frames of a customer request according to an expressed wish		S/he is able to assess the financial limits, trends, styles, cultures, traditions, occasion, location, space, room relevant to the request		
			S/he is able to communicate with the customer to modify project/plan/proposal to assure a common understanding of the recommendation and the expected outcome (trust)		
	S/he is able to present product and service offerings according to customers' expressed requirements.		S/he is able to negotiate and formalise agreements		
			S/he is able to assess customer satisfaction according to delivered products and services		
			S/he is able to act adequately in situations where there are deviations between deliveries and expectations		



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<h1>U8</h1>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Floristry production</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to develop and design a production plan	S/he is able to coordinate the different production elements	S/he is able to organise logistics with staff, material, time and techniques			
		S/he is able to adapt to different occasions and expressions			
		S/he is able to organise the production process according to safety and security in a sustainable environment			
	S/he is able to control the production process and communication	S/he is able to adapt to changing conditions in delivery and resource availability and to handle unexpected situations.			
S/he is able to cooperate with other service providers to the same occasion					
S/he is able to choose raw materials, production methods and techniques for various types of floristry products adequate for different occasions.	S/he is able to demonstrate mastery in the production and exposure of various types of floristry products		S/he is able to design, decorate and present various types of floristry products according to customers' orders.		
	S/he is able to demonstrate mastery in an experimental, innovative and creative use of materials, methods and techniques, expanding the traditional frames of reference		S/he is able to modify methods and processes depending upon customer requests, product types, seasonal variations and unexpected situations.		
			S/he is able to develop innovative creations, expressions and production methods and techniques		



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>				<h1>U9</h1>
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Assessment, quality assurance and documentation of process and product</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to describe and document the production procedures	S/he is able to describe and document the use of resources – time, material and personnel			S/he is able to reflect on and reassess the process	
	S/he is able to describe and analyse the delivery of products and installations				
	S/he is able to describe and analyse the cooperation with other service providers				
S/he is able to evaluate the process and outcome of a product delivery	S/he is able to evaluate according to plan, customer satisfaction and profitability			S/he is able to profit from experiences and transfer to new situations	
				S/he is able to handle deviations and implement corrective measures	
S/he is able to present the results of the assessment to internal and external audiences	S/he is able to present the outcomes to own staff and other relevant stakeholders				
	S/he is able to use the elaborated documentation for the profiling and marketing of the company and its services				



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<b>U10</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Quality, Health, Safety and Environment Management</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to use and maintain vocationally-specific machines, tools and materials.					
S/he is able to assess the quality of the products' life cycle	S/he is able to apply the formal regulations of safety, bacteriology and hygiene.		S/he is able to assess the quality of raw materials.		
	S/he is able to assess the physical, biological and chemical condition and development of raw materials and products		S/he is able to assess the quality of products and services.		
			S/he is able to control storage, production and transport processes according to conditions		
S/he is able to apply the vocationally-specific regulations concerning environmental protection and sustainability.					
S/he is able to apply the regulations of personal and physical work protection.			S/he is able to execute safety and health rules		

<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<b>U11</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Vocationally-specific Business Administration</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
<b>Learning outcomes</b>					
S/he is able to plan and manage customers' orders and to select suppliers.	S/he is able to prepare the product for delivery and display enabling the necessary durability		S/he is able to organise contingency plans for production and delivery		
S/he is able to promote products and services.					
S/he is able to execute cost-effective use of materials and other resources		S/he is able to perform the selection and purchase of deliverables fitting into the presentation context			
		S/he is able to carry out vocationally-specific calculations.			
S/he is able to carry out vocationally-specific personnel accounting and payment calculations.					



<b>Title of the Qualification</b>	<b>Master Floristry Craftsperson</b>			<b>U12</b>	
<b>EQF Level</b>					
<b>Generic Title of the Unit</b>	<b>Communication in an international context</b>				
<b>ECVET points / Relative Weight</b>	<b>AT</b>	<b>DE</b>	<b>FR</b>	<b>NO</b>	<b>SI</b>
	<b>not applicable</b>	<b>not applicable</b>		<b>not applicable</b>	<b>not applicable</b>
<b>Learning outcomes</b>					
S/he is able to perform a basic conversation in English.			S/he is able to use basic commercial vocabulary and start a negotiation in English in the floristry sector.		