


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

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

Title of the Qualification	Master Floristry Craftsperson			<h1>U2</h1>	
EQF Level					
Generic Title of the Unit	Budgeting, Calculation and Financing				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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.				

Title of the Qualification	Master Floristry Craftsperson			<h1>U3</h1>	
EQF Level					
Generic Title of the Unit	Entrepreneurship				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
S/he is able <ul style="list-style-type: none"> • to make a location analysis, • to develop a start up concept , • to draw up a medium- and long-term business plan. 	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.					

Title of the Qualification	Master Floristry Craftsperson			U4	
EQF Level					
Generic Title of the Unit	Human Resources Management				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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.				

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

Title of the Qualification	Master Floristry Craftsperson			<h1>U6</h1>	
EQF Level					
Generic Title of the Unit	Marketing and Sales Management				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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.				

Title of the Qualification	Master Floristry Craftsperson			<h1>U7</h1>	
EQF Level					
Generic Title of the Unit	Customer services and support				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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			

Title of the Qualification	Master Floristry Craftsperson			<h1>U8</h1>	
EQF Level					
Generic Title of the Unit	Floristry production				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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				

Title of the Qualification	Master Floristry Craftsperson			U9	
EQF Level					
Generic Title of the Unit	Assessment, quality assurance and documentation of process and product				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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				

Title of the Qualification	Master Floristry Craftsperson			U10	
EQF Level					
Generic Title of the Unit	Quality, Health, Safety and Environment Management				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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		

Title of the Qualification	Master Floristry Craftsperson			U11	
EQF Level					
Generic Title of the Unit	Vocationally-specific Business Administration				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
Learning outcomes					
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.					

Title of the Qualification	Master Floristry Craftsperson			U12	
EQF Level					
Generic Title of the Unit	Communication in an international context				
ECVET points / Relative Weight	AT	DE	FR	NO	SI
	not applicable	not applicable		not applicable	not applicable
Learning outcomes					
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.		