

1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: E-commerce specialist
Kwalificatiedossier: Commerce

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: E-commerce specialist
Qualification file: Commerce

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

Core task 1: Researches the customer journey

- 1.1 Maps out the market position of the enterprise
- 1.2 Analyses the customer journey
- 1.3 Translates trends and developments into commercial opportunities
- 1.4 Maps out the commercial offering of the enterprise
- 1.5 Issues improvement proposals for sales, marketing and/or market management

Core task 2: Responsible for marketing and communication activities

- 2.1 Prepares an inventory of wishes and needs
- 2.2 Conducts marketing and communication activities
- 2.3 Carries out webcare activities

Core task 3: Evaluates data and issues improvement proposals for the digital customer journey

- 3.1 Tests and monitors online channels
- 3.2 Gathers and interprets commercial data
- 3.3 Advises on increasing the conversion
- 3.4 Designs substantive improvement proposals for online channels
- 3.5 Participates in networks

Core task 4: Carries out digital operational activities

- 4.1 Plans and monitors the digital activities to be implemented
- 4.2 Develops online content
- 4.3 Places and manages content
- 4.4 Evaluates webcare activities and makes improvement proposals

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

An E-commerce specialist is (generally) employed in an office environment at a hybrid trading company (SME), for example at the Marketing and/or Communication department or the Sales department. The commercial position is represented in numerous sectors, businesses and enterprises, including retail, wholesale, at construction companies, kitchen specialists with various branches and in letting organisations for real estate. Commonly used alternative job names for E-commerce specialist are e-commerce assistant, junior e-commerce specialist and junior e-commerce manager.

*** Explanatory note**

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 is available at: <http://www.europass.cedefop.europa.eu/>

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5. OFFICIAL BASIS OF THE CERTIFICATE

<p>Name and status of the body awarding the certificate The certificate issued on completion of the programme is signed by the examination board at the school where the pupil attended the programme.</p>	<p>Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education, Culture and Science</p>																				
<p>Level of the certificate (national or international) Qualification level 4 of the Dutch VET qualification structure Characteristics: non-job related skills such as tactical and strategic capacities. The professional bears his or her own responsibility, which is not only related to practical implementation in terms of monitoring and supervision, but also a more formal, organisational responsibility. The range of tasks also includes drafting new procedures. NLQF-niveau 4 - EQF level 4 - ISCED 3A</p>	<p>Grading scale / Pass requirements</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 10%;">10</td><td>excellent</td></tr> <tr><td>9</td><td>very good</td></tr> <tr><td>8</td><td>good</td></tr> <tr><td>7</td><td>very satisfactory</td></tr> <tr><td>6</td><td>pass</td></tr> <tr><td>5</td><td>fail</td></tr> <tr><td>4</td><td>unsatisfactory</td></tr> <tr><td>3</td><td>very unsatisfactory</td></tr> <tr><td>2</td><td>poor</td></tr> <tr><td>1</td><td>very poor</td></tr> </table>	10	excellent	9	very good	8	good	7	very satisfactory	6	pass	5	fail	4	unsatisfactory	3	very unsatisfactory	2	poor	1	very poor
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6	pass																				
5	fail																				
4	unsatisfactory																				
3	very unsatisfactory																				
2	poor																				
1	very poor																				
<p>Access to next level of education/professions With a diploma at qualification level 4, transfer is possible to higher professional education. For example to the study programmes Commercial economics, E-commerce, Human resources, Marketing communication and International business and Commerce.</p>	<p>International agreements E-commerce specialist is not a regulated profession in the Netherlands. However, the education and training for this profession on qualification level 4 is regulated under the European directive 2005/36/EC, amended by directive 2013/55/EU. The regulated education and training gives access to regulated professions at the level of a diploma according to article 11 of this directive.</p>																				
<p>Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 25876 The education and training for this qualification is offered as of 01-08-2023.</p>																					

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>Senior secondary vocational education features two learning pathways: the school-based pathway (bol) and the training on the job pathway (bbl). In the school-based pathway, the majority of the course consists of theory at school. The extent of the practical component (vocational practice) is between 20% and 60%. In the training on the job pathway, the extent of vocational practice is at least 60% of the course. The participant works four days a week in a training company, and attends school for theory subjects just one day a week. In principle it is possible to follow both learning pathways, but which pathway is offered will depend on the individual educational institution.</p>	
<p>Average duration of the education/ training leading to the certificate</p>	<p>3 years (4800 study hours) (depending on previous education)</p>
<p>Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.</p>	

7. ADDITIONAL INFORMATION

<p>Dutch senior secondary VET is based on qualification files, that each contain one or more qualifications. The information included in part 3 and 4 is derived directly from the qualification file determined by the Minister of Education, Culture and Science. The complete qualification file can be found at kwalificaties.s-bb.nl, only in Dutch.</p> <p>Optional subjects are linked to the qualification. The optional subjects have a total size of 15% of the course duration. The optional subjects completed by the student are listed on the certificate.</p> <p>Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP): www.s-bb.nl. The NRP is the information centre for vocational qualifications in the Netherlands. SBB has been appointed in this capacity by the Ministry of Education, Culture and Science.</p>
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