



**1. TITLE OF THE PROFESSION**

5 0416 13 03 Kereskedő és webáruházi technikus

**2. TRANSLATED TITLE OF THE PROFESSION**

Merchant and web store technician  
(THIS TRANSLATION HAS NO LEGAL STATUS)

**3. PROFILE OF SKILLS AND COMPETENCES**

- operate a retail outlet and a web store;
- perform the handling and the sale and purchase of goods, including B2B and B2C e-commerce sales;
- plan, analyse and evaluate the trade in goods;
- apply economic, marketing and legal knowledge in order to achieve business profitability, and as a result, manage to develop the external/internal corporate image, product, price, sales and communication policy of the retail outlet;
- manage, organise and control the regular operation of the retail outlet, perform administrative tasks relating to registration, customer management, data supply and data protection;
- manage orders, regular customer records and bonus schemes;
- compile product catalogues and price lists;
- manage and optimise the logistic processes of commercial and electronic systems and provide the necessary IT background using state-of-the-art digital and technological skills;
- update online contents, participate in current online and offline campaigns;
- professionally communicate in a foreign language, carry out his/her tasks in an environmentally conscious manner, taking into consideration sustainability.

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

5111 Shopkeeper  
5112 Shop supervisor  
5123 Contact centre salesperson  
3622 Sales administrator  
1333 Sales and marketing manager

**(\*) Explanatory notes:**

<sup>1</sup> In the original language. | <sup>2</sup> The translation of the designation is provided for information purposes only. | <sup>3</sup> Fill it out if necessary. The certificate supplement provides additional information on the qualification but has no legal value in itself. The format of the description is in conformity with Decision (EU) 2018/646 of the European Parliament and of the Council of 18 April 2018 on a common framework for the provision of better services for skills and qualifications (Europass) and repealing Decision No 2241/2004/EC.

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## 5. OFFICIAL BASIS OF THE CERTIFICATE

<b>Name and status of the authority issuing the certificate</b>	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b>  Ministry for Innovation and Technology																				
<b>Level of the certificate (national or international)</b>  NQF level: 5  EQF level: 5  Digital Competence Framework level: 6	<b>Grading scale / Pass requirements</b>  Five -grade: 5 excellent 4 good 3 satisfactory 2 pass 1 fail  The prerequisite of being eligible to sit for a sectoral basic examination is the successful completion of all the required training courses, or the recognised prior learning should incorporate the requirements of the sectoral basic examination. The prerequisite of being eligible to sit for a vocational examination is the successful completion of all the training courses and the uninterrupted professional practice required. In case the student is required to pass a sectoral basic examination, latter shall be recognised with the following weighting: The result of the basic sectoral examination will be computed into that of the vocational examination with the following weighting: Sectoral basic examination: 20%, Vocational examination: 80%																				
<b>Certificate number: CXK A</b>  Serial number: 123456  Certificate issue date: 2023.12.07	<b>Designation of the theoretical and practical subjects of the sectoral basic examination and the vocational examination and their grades according to a five-grade scale</b>  <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2"><b>Sectoral basic examination</b> : The examination was passed based on recognised prior learning</td> </tr> <tr> <td colspan="2"><b>Vocational examination</b></td> </tr> <tr> <td colspan="2"><b>central interactive</b></td> </tr> <tr> <td style="width: 80%;">Management of business corporations</td> <td style="text-align: center;">5</td> </tr> <tr> <td colspan="2"><b>project exercise</b></td> </tr> <tr> <td>Presentation of the "Commerce and Digital World" portfolio</td> <td style="text-align: center;">5</td> </tr> <tr> <td colspan="2">Result of the vocational examination in percentage</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> <tr> <td colspan="2">Result of the vocational examination with grades</td> </tr> <tr> <td></td> <td style="text-align: center;">5</td> </tr> </table>	<b>Sectoral basic examination</b> : The examination was passed based on recognised prior learning		<b>Vocational examination</b>		<b>central interactive</b>		Management of business corporations	5	<b>project exercise</b>		Presentation of the "Commerce and Digital World" portfolio	5	Result of the vocational examination in percentage			100%	Result of the vocational examination with grades			5
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<b>Access to next level of education/training</b>  To higher education	<b>International agreements</b>																				
<b>Other information concerning the vocational training process</b>																					
<b>Legal basis</b>  Government Decree 12/2020 (II. 7.) on the Implementation of the Vocational Education and Training Act, Government Decree 319/2020 (VII. 1.) on the amendment of Government Decree 12/2020 (II. 7.) on the Implementation of the Vocational Education and Training Act.																					

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE SUPPLEMENT

Description of the sectoral basic training and the theoretical and practical vocational training	Distribution of the total number of hours of the programme
Total duration of the education/training	2287 hours

### Entry requirements:

- Educational prerequisite: elementary school qualification
- Occupational aptitude test shall be passed

### Further information:

VOCATIONAL PRACTICAL SUBJECT	HOURS
Basics of commerce	12 hour
Product knowledge	12 hour
Business knowledge	12 hour
Commercial economics	12 hour
Operation of a web store	12 hour
Basics of marketing	12 hour
Marketing communication	12 hour

VOCATIONAL THEORETICAL SUBJECT	HOURS
Vocational knowledge	12 hour
Vocational foreign language knowledge	12 hour
Economic knowledge	12 hour
Business management	12 hour
Communication	12 hour
Digital applications	12 hour
Basics of commerce	12 hour
Product knowledge	12 hour
Business knowledge	12 hour
Commercial economics	12 hour
Digitalisation	12 hour
Operation of a web store	12 hour
Legal knowledge	12 hour
Basics of marketing	12 hour
Marketing communication	12 hour

Continuous field practice 160 hour

Altogether 424 hour

Link to the Training and Outcome Requirements and the Programme Plans: <https://ikk.hu>

The present diploma supplement was elaborated in compliance with Government Decree 12/2020 (II. 7.) on the implementation of the Act on Vocational Education and Training.

**National Reference Point:** National Office of Vocational Education and Training and Adult Learning: <https://nrk.nive.hu>

Head of Examination Organiser:  
Issue date: 2023.12.07

SEAL