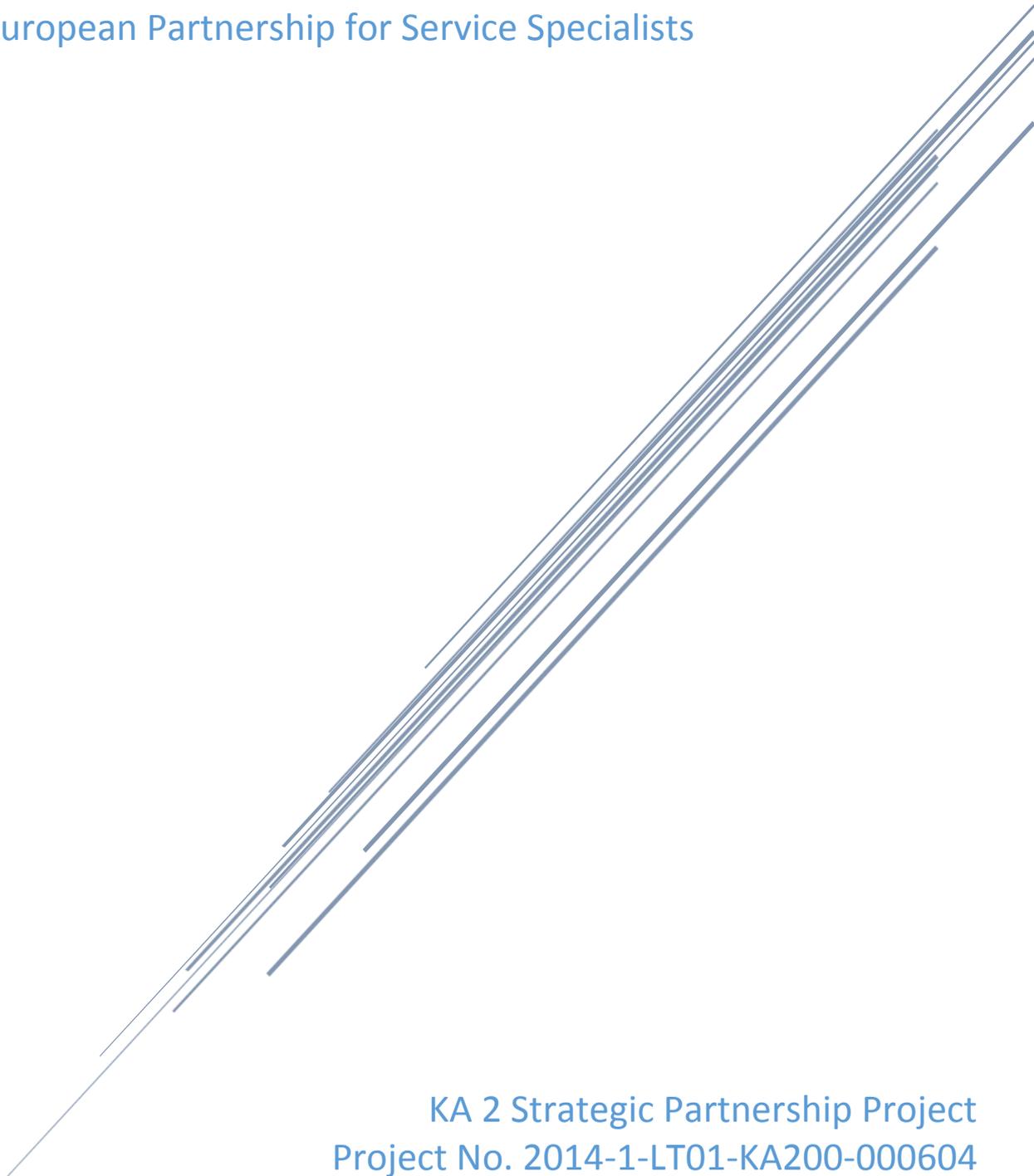


INTELLECTUAL OUTPUT 3
A CATALOGUE OF THE WORK
PROCESSES AND RELATED
COMPETENCES TYPICAL FOR
PARTNERS COUNTRIES

European Partnership for Service Specialists



KA 2 Strategic Partnership Project
Project No. 2014-1-LT01-KA200-000604



Erasmus+

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The Consortium



KARALIUS MINDAUGAS
VOCATIONAL TRAINING CENTER

DIE JOHANNITER
Johanniter-Akademie
Bildungsinstitut Mitteldeutschland



EUROFORM RFS



The high quality initial vocational training, adult education as well as secondary education are being provided while training service business specialists in Karalius Mindaugas Vocational Training Centre (Lithuania). The Centre has over 300 staff and 2800 students. The scope of specialties embraces sectors of beauty, business, health and social welfare. The self-directedness, independence of youth is encouraged at project work, civic initiatives, and practice periods in the enterprises in Lithuania as well as in the EU countries. Training is implemented on basis of holistic principles, when big attention is paid to aspects of philosophy, psychology, ecology, culture and development of entrepreneurship.

The Bildungsinstitut Mitteldeutschland of the Johanniter-Akademie (Germany) is a center of vocational studies in social and medical working fields. It is one out of nine institutes of the Johanniter Unfallhilfe e.V. (Aid organization of St. Johns - NGO). Right now we are educating about 460 students in the vocations of kindergarten/pre-school teachers, geriatric care, paramedic and practical nurse (medical). As a part of Johanniter Unfallhilfe e.V. the Bildungsinstitut Mitteldeutschland of the Johanniter-Akademie is directly connected with practical institutions. This are the emergency service of the St. John Ambulance Germany. So the school works hand in hand with a practical institution.

FEDERAZIONE CNOS FAP VENETO is a part of The Federazione Nazionale CNOS-FAP which is an Italian non-profit association providing a public service in the vocational guidance, education and training. The CNOS-FAP Federation and its members operates at international, national, regional and local levels, where training programmes and plans are designed in 16 Italian regions with 60 Centres coordinated by the National Office, mainly through: vocational training for young people (from 14teen to 18teen years basic); higher and specialized vocational training in the industrial and service sectors; continuous training initiatives linked with the labour market; transnational projects, especially with European Union and other institutional stakeholders; distance and mobility training programmes responding to the needs of workers and labour market.

Euroform RFS is an Italian VET institution established in1996 and accredited by the national government of Italian Republic and Calabria Region (Prot. 0318ASS3 - 0001) and operates in sector of vocational training and orientation. Euroform RFS organizes basically tailored training courses in different sectors regarding safety on the job, international trade, business administration and marketing, project management and administration, Italian language courses for foreigners, protection and management of environment, sustainable tourism, import and export, ecc. It has developed training on-the-job, e-learning, blended training as Euroform RFS gives a particular attention to ICT- based training, innovative training methods.

Esprominho – Professional School of Minho (Portugal), is a private vocational training school that initiated its activity in the 1999-2000 academic year, but has over 20 years of cumulative experience in the service of vocational training from the Noroeste Pioneira (Northwest Pioneer) project. With prior operational authorization nº 72, it teaches vocational courses of level IV that confer an equivalency to secondary school's 12º grade; education and training courses of dual certification for youth and adults with academic equivalence to basic and secondary levels, and finally, training courses and professional development for active people during or outside normal working hours.

Wisamar is a non-profit educational institute in Leipzig, Germany, acting in vocational, cultural and adult education. Wisamar works in three areas: 1. Competence and dialogue Center - we offer different approaches to support the labour market integration of drop-outs and unemployed in general as well as for people that are seeking for orientation; 2. Project Office - we are an experienced partner and coordinator of different EU funded projects in thematic areas such as social and labour market integration, innovations in education and culture & creativity; 3. Intercultural learning & EU Mobility - we organize intercultural language classes for people with migrant background that want to live and work in Germany. In addition we welcome annually around 400 persons in EU mobility projects and are sending for different organisations in the city and region of Leipzig.

The SBG Dresden (Germany) is an established non-profit professional educational institution with a tradition of over 60 years and 80 permanent employees. It is embedded in the dual system of vocational training in Germany and combines training in training workshops closely with the company training. Learning in the work process is an important educational concept of the SBG. This ensures that the learners are employable after completing their qualification. Part of the SBG is the Dresden Institute of Floristry (DIF) which is working in close cooperation with the Professional Association of German Florists - Association of Saxony.

I. Background

International cooperation between the initial vocational education and training (VET) is very often focused on the mobilities of students, teachers and trainers, on the development of the joint new training and/or study programmes and other issues. All these fields of cooperation are very important for improvement of quality and attractiveness of initial VET in the different countries. However, the potential benefits of such cooperation can remain very limited, if this cooperation does not entail methodical and holistic exchanges in the field of curriculum design by considering the comparative strengths, weaknesses, opportunities and threats of curriculum design in the partners.

Establishment and development of long-term partnerships and networks of the initial VET institutions focused on the curriculum design in the different occupational fields present by itself good opportunities to improve the contents of VET curricula and make them more oriented to the international labour market needs. Thus enhancing effective and beneficial international movement of students and graduates in the European Union (EU).

II. Intellectual Outputs

Intellectual Outputs are tangible products, which are related to the set aims of the European Partnership for Service Specialist, abr. Europartnerss project, particularly to establish the partnership of initial VET institutions focused on the intensive cooperation in designing and implementing of the initial VET curricula in the occupation fields of Floristic, Hospitality Management, Paramedic and Image Design.

The project consists of five Intellectual Outputs summarising the findings of the following work processes:

- a) Analysing and comparing the work processes of selected occupations (Florist Manager, Administrator of Hospitality Services, Paramedic and Fashion Shop Designer) in the partners countries by identifying the main changes of the work processes and their implications to the needs of competences;

Intellectual Output 1 Comparative study of the work processes of selected fields in the partner countries

- b) Comparing of the competences and learning outcomes outlined in the curricula of Florist Manager, Administrator of Hospitality Services, Paramedic and Fashion Shop Designer provided by the partners' institutions;

Intellectual Output 2 Comparative study of the competences outlined in the curricula of the selected fields in partners' institutions

- c) Setting-up a catalogue (list) of the work processes and related competences typical for partners' countries;

Intellectual Output 3 Catalogue of the work processes and related competences typical for partners' countries

- d) Designing of the training modules for the selected work processes;

Intellectual Output 4 Training modules for the selected work process

- e) Testing of the designed modules in the training systems of partners countries;

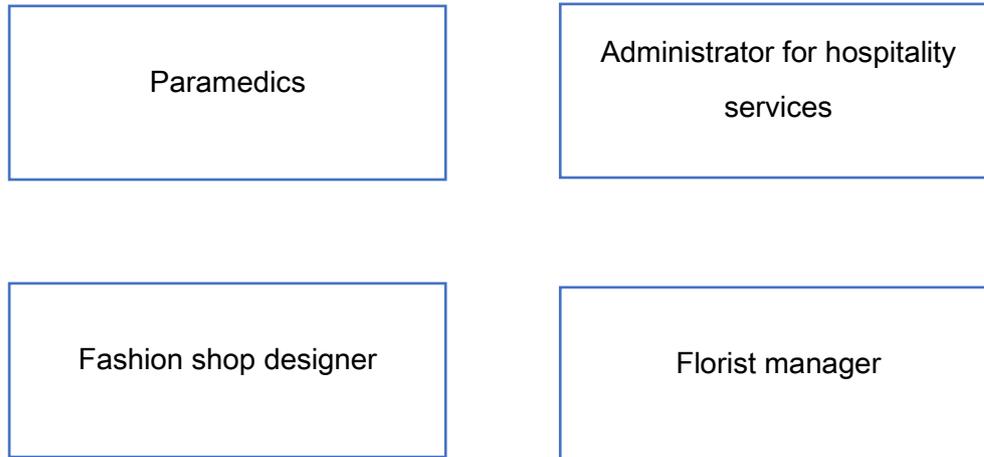
Intellectual Output 5 Guidelines for the selection, usage and adaptation of developed modules in designing the initial VET programmes

III. Summary of Intellectual Output 3

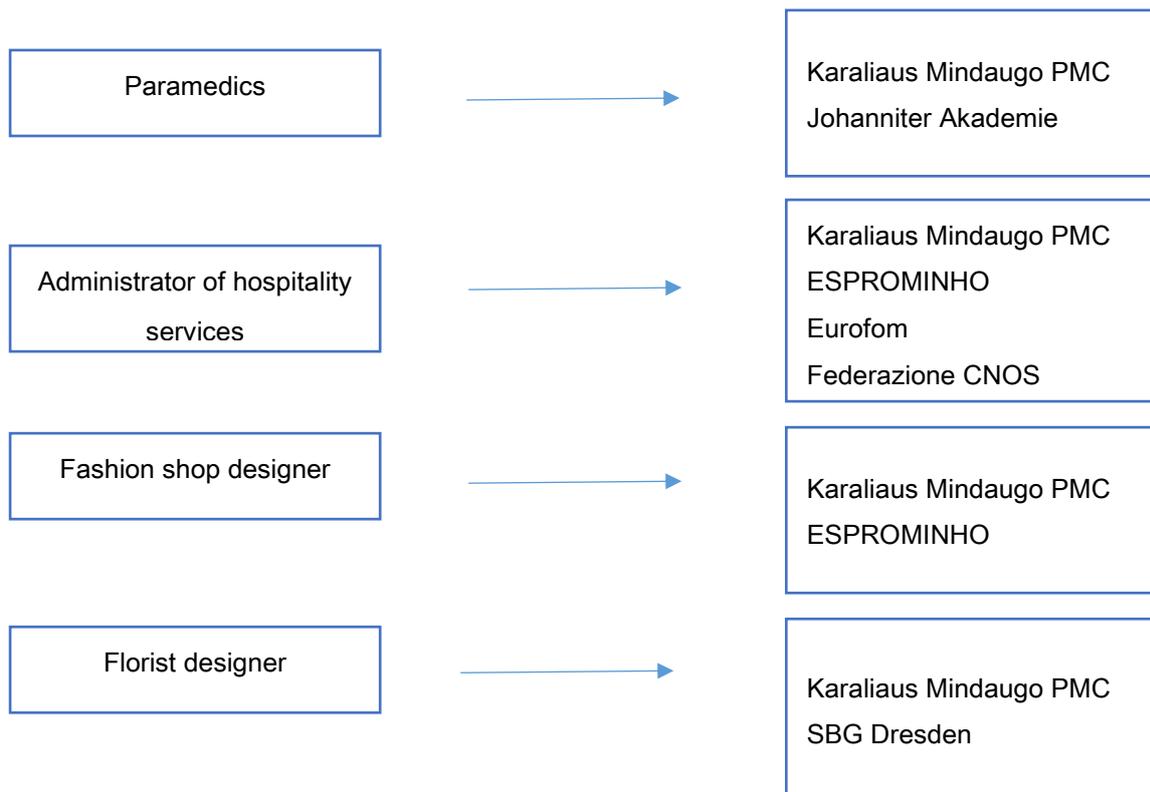
Intellectual output „A Catalogue of the Work Processes and Related Competences Typical for Partners Countries“ derived from the results of „Comparative study of the work processes of selected fields in the partners countries“ and „Comparative Study of the Competences Outlined in the Curricula Provided by the Partner Institutions“. It contains the main work processes of each selected occupation (Paramedics, Administrator of Hospitality Services, Florist Manager, Fashion Shop Designer) together with a comprehensive list of competencies and learning outputs related to the work processes. The main purpose of a catalogue is to provide information what kind of competences the specialist of selected occupations has to possess in order to meet current labour market requirements. In the project EUROPARTNERSS catalogue of the work processes and related competences was used to develop certain training modules which meets requirements of EQF level V qualification. This catalogue can be used by VET organizations, VET experts and teachers, who are involved in curriculum design and works with the occupations of Paramedics, Administrator of Hospitality Services, Florist Manager, Fashion Shop Designer, institutions and bodies responsible for the occupational standards. The material is available in English.

A Catalogue of the work processes and related competences
typical for partners' countries

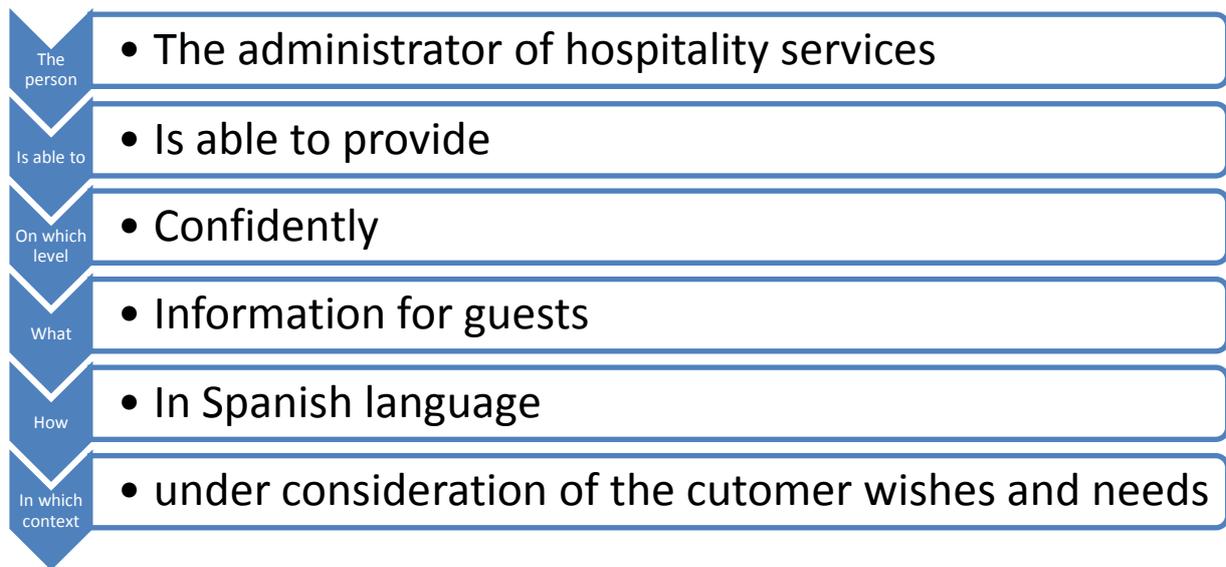
Based on the project aims the consortium worked with the following occupations:



The identification of work processes and related competencies were divided according to the professional background of each participating organization.



Process steps for the development of learning outcomes



In general: as precise as possible, as detailed as necessary

A 1 Administrator of hospitality services

Unit of core work processes	Final core work process	Related core competences <i>Administrator of hospitality services is able to...</i>	Related learning outcomes <i>Administrator of hospitality services...</i>
CUSTOMER RELATIONS	Deal with guests, consultation and sales	Welcome and see off guests	...is able to welcome guests confidentially in English language under consideration of the cultural background of the guests
		Collect information on the needs of holidaymakers	...is able to collect independently information using different analysis methods related to the needs and wishes of holidaymakers
		Evaluate recreation opportunities	...is able to evaluate independently recreation opportunities in different countries/regions in offline and online media under consideration of the needs and wishes of guests
		Provide information to guests on accommodation services, places of interest in a city, events and landmarks the guests intend to visit	...is able to provide comprehensively information for guests about logistical and touristic attractions face to face depending on the regional offers
		Prepare and share information about the arriving guests and their requests with other hotel service departments as well as prepare reports on service orders	...is able to prepare and share professionally information about arriving guests using in-house documents under consideration of their request
		Inform customers and service providers about new recreation services and their effectiveness	...is able to inform in appropriate way customers and service providers about the new recreation using online and offline media in consideration of seasonal offers of the region
	Manage of hospitality customers service	Help to address a variety of issues raised	...is able to help to address independently a variety of issues raised using modern presentation techniques under consideration of customers feedbacks
		Handle complaints and suggestions from customers	...is able to handle independently complaints and suggestions from customers using in-house IT programs/documents/strategies (?) under consideration of complaint report

HUMAN RESOURCE MANAGEMENT	Organize and coordinates the team work	Cares about the staff relations	... is able to support and increase the quality of the communication process between the staff members	
		Relates with staff from each service	...is able to develop a correct communication flow with each member of the staff involved in the different services	
	Ensure the management and functional human work team	Coordinate the team's activities	...is able to organise the work of the staff members coordinating the different activities and solving the possible conflicts between the team members	
		Guide and support the team	...is able to organise a development plan for each member of the staff in order to raise the skill and competencies level to offer an higher quality of services	
INTERNAL ORGANISATION	Management of a quality system	Control the quality of service provided by the companies which have concluded the contract	...is able to apply the quality system adopted using the right procedures and forms	
	Management of the operational processes of the department, according to parameters of efficiency, effectiveness and quality	Develop a plan of work, divide work in accordance with priorities	...is able to organise the work of the staff members setting priorities and goals	
		Set the organization chart of all services, and the flow of work, responsibilities and team functions	...is able to draw an organisational diagram of the work group, defining roles, tasks of each member	
		Set channels and information within all services	And the communication flow between the different services	
	Define and control the rules of all services, as well as the procedures for operations, inventory and maintenance of equipment and utensils	...is able to establish work procedures regarding the different functions within the company setting quality standards, communication flow, Tracing and proof of evidence tools		
Management of health and safety rules	Develop a safety plan	...is able to develop a safety plan regarding hygiene rules (HACCP regulations), guest and staff safety in case of fire, escape routes, ...		

			according to existing laws
SERVICES	Management of the main tourist services: accommodation and catering	Organize and manage guest accommodation at a hotel, guesthouse or other company providing accommodation services	...is able to responsibly organize guest accommodation at a hotel, guest house or other company providing accommodation services in accordance to foreseen procedure. To manage processes of guest accommodation.
		Accept, coordinate and confirm hotel service bookings	...is able to responsibly accept and confirm reservations of hotel, guest house or other company providing accommodation services applying direct and advance reservation methods in national and foreign language.
		Coordinate the management of the rooms preparation	...is able to responsibly and independently coordinate preparation of the room in order to accept guests in accordance to work schedule, technological, work safety and professional ethic requirements, guest's orders and demands.
		Organize and manage catering in a hotel, guest house or other company providing catering services	...is able to responsibly organize and coordinate catering in a hotel, guest house or other company providing catering services in accordance to hygiene standards, internal plan, menu, seasonality and guest's demands.
		Coordinate the work of the kitchen staff, waiters and bartenders	...is able to independently prepare work schedule of kitchen staff, waiters and bartenders, responsibly organize work in accordance to foreseen order and described functions of the employees, solve issues promptly and in line with the competencies, communicate in accordance to ethical and professional collaboration requirements, escaping possible conflicts.
	Management of additional tourism	Organize and administer the entertainment of guests in a hotel or select offers from the companies offering a similar type of	...is able to select and offer recreational services in a hotel or other companies offering a similar type of service for guests in

	services: active and passive recreation services	service	accordance to the guest's demands.
		Analyse the demand for organized tourism and leisure activities	...is able to independently accept guest's orders for leisure activities, independently select and prepare measures necessary for the services (sport inventory, etc.), select the specialists for organization of guests leisure in accordance to the needs of guests (guide, instructors, etc.)
		Prepare individual hospitality packages on request of guests	...is able to ascertain individual demands of the guests for leisure activities, creatively prepare service offers in accordance to the guests demands, communicate in accordance to ethical and professional communication requirements in national or foreign language.
		Develop sustainable tourism packages (product development, product design development, product sales and feedback assessment)	...is able to creatively and responsibly develop sustainable tourism packages, responsibly and frankly evaluate the design of the product, the product itself, sales of the product and feedback received.
	Management and organization of a wellness service	Organise a complete offer regarding wellness activities	...is able to creatively prepare and offer the complex of wellness services in accordance with the individual demands of the guests.
COMMERCIAL MANAGEMENT AND CONTROL	Management of the budget, costs and resources	Keep under control the incomes and the outcomes	...is able to accurately control permanent income and expenditure accounting as well as to conduct the audit of income and expenditures.
		Familiarize with the principles of preparing a quotation	...is able to duly prepare invoices in accordance with the existing order.
		Define business goals for all services	...is able to strategically define commercial goals of the provided services.

	Management of the purchases	Knowledge of the market	...is able to correctly assess target markets of hospitality services, possibilities for expansion and the main segments of the market.
		Analyse the needs	...is able to deeply analyse the needs of the guests while performing market analysis.
	Preparation and management of the main contracts between organizers, sellers and consumers of tourism services.	Prepare legal documents	...is able to correctly prepare contracts/legal documents in national and foreign languages with organizers, sellers and consumers in accordance to legislation in force.
		Manage the conflicts	...is able to frequently communicate with organizers, sellers and consumers in accordance to ethical and professional communication requirements in national and foreign language as well as to duly apply conflict resolution strategies.
STRATEGIC MARKETING, ADVERTISING AND SALES PROMOTION	Management of commercial, marketing and quality policy of services	Define business goals for all services	...is able to individuate (short-time/long-time) different types of business goals and set the right ones for services provided, to identify tools to achieve them, to measure business goals' achievement and assess their efficiency.
		Define marketing and sales strategies, taking into account the customer profile	<p>...is able to individuate the right marketing strategy, to evaluate critically the purpose and design the marketing strategy, choosing the appropriate tool/method and implement it with consistency under consideration of possible customers profile and requirements.</p> <p>...is able to choose the right type of sales strategy, to design confidently the successful sales strategy, to implement it together with marketing strategy.</p> <p>...is able to identify and classify commercial campaigns and the media and choose the appropriate campaign fitting in with market peculiarities and customer profile.</p>

		Analyse and evaluate business results through statistical analysis and preparation of follow up reports	...is able to define and read statistics and business reports with confidence, critically evaluate and filter out the data provided, to draft and prepare business reports .
		Use the opportunities offered by the WEB (online booking, e-commerce, Google AdWords,...)	...is able to use the WEB tools in English (online booking, e-commerce, Google AdWords, social network, etc.) in a confident manner for advertising purposes keeping attention to the needs and profile of possible future customers.
		Monitor the customer satisfaction	...is able to use different types of tools and methods used in monitoring the customer satisfaction in order to improve the quality of services provided.
		Improve the customer loyalty	...is able to identify different approaches to improve the customer loyalty, to choose the appropriate tools/methods and use them in a confident manner to improve the customer loyalty.

A 2 Paramedic

Unit of core work processes	Final core work process	Related core competences <i>Paramedic is able to...</i>	Related learning outcomes <i>Paramedic...</i>
COMMUNICATION AND CONSULTANCY	Communication and cooperation	Apply the established rules and regulations for professional communication and cooperation	...is able to communicate in compliance with the requirements of medical ethics and professional communication, avoid conflicts.
		Communicate with the staff working in the areas of healthcare, social welfare, national defence and education	...is able to effectively communicate with members of the team and victims. Provide services in a team, accepting certain roles and responsibilities.
		Communicate using native and foreign language accurately	...is able to effectively communicate with the member of the team and victims in a commonly acceptable language. Complete the documents in a state or foreign language on demand.
	Counsel of the patient	Advise specific group of patients and their family members on medical issues	...is able to when communicating with patients and their family members is able to choose and apply psychological impact methods.
		Apply measures of preventive medicine	...is able to prioritize the means of preventative medicine: evaluate the condition of the victim, timely provide any necessary first aid, and act carefully in terms of oneself and the environment.
ORGANIZATION OF WORK	Organization of emergency aid	Detect and record the position at the site and immediate initiation of necessary general security measures	...is able to independently identify the volume and characteristics of the accident. Ensure safety for the people present on the site, point out any necessary safety means.
		Decide on the necessity of an emergency doctor or emergency room, more staff, more life-saving appliances or for calling other medical attention, as well as implementation	...is able to independently conduct the initial and rapid assessment of the state of the victim (survey, inspection, palpation), to identify threats to life, responsibly decide on the

		of the measures required	nature of any necessary first aid provision on the spot, call the special services, transport to hospital and medical institutions, etc.).
		Lead the emergency aid service in case of a massive disaster	...is able to independently evaluate the nature and the extent of the mass event (events related to water, chemicals, fires, accidents, etc.). Effectively inform other agencies about the nature and extent of the disaster. Responsibly carry out the grouping of the victims, to take measures to prevent further harm to health and bodily injury.
		Give instructions to a special vehicle driver providing emergency aid	...is able to independently and effectively able to indicate movement and parking places to the driver of special transport, the victim's location and any required measures.
		Fill in medical documentation	...is able to independently and responsibly clarify the course of events, collect injury or illness medical history, describe the symptoms, characteristics and nature of injuries, fill in the required forms.
		Apply the principles of emergency aid provision	...is able to responsibly assess the environment and its risks to the victim and the person providing the first aid. Follow ABCDE assessment principles.
		Use the means of communication installed in the ambulance and dispatcher office	...is able to independently use any means of communication located in the ambulance and control room.
IMPLEMENTATION OF TASKS	Provision of emergency aid services	Understand anatomical, physiological and pathological processes inside a human body	...is able to understand and responsibly apply practical knowledge about the structure of the human body, organ systems, their functions and possible deviations from the norm, which may pose a risk to human life.
		Assess the health status of sick and injured persons, in	...is able to independently and responsibly perform a victim

		particular recognizing a vital threat	survey, inspection, palpation, determine the vital functions. According to the ABCDE principle, evaluate the patient's medical condition.
		Provide emergency assistance to the specific group of patients	...is able to independently and responsibly provide aid in cases of trauma, acute life threatening conditions and labor cases. Take into account the victim's age, sex, addictions, etc. Evaluate this state of consciousness, perform CPR.
		Provide emergency assistance in case of a massive disaster	...is able to independently demonstrate first aid provision simulating the case of dangerous factors (the risk of nuclear, chemical or biological weapons), nuclear, chemical, industrial accident during mass events.
		Apply the principles of psychological assistance	...is able to establish contact with the victim and their family, professionally explain the first aid provision situation, provide psychological assistance, and create an atmosphere of mutual trust.
		Give medication to a specific group of patients	...is able to perform a search for medications that might affect the victim's health (medicines, inhalers, insulin injectors, auto-injector, etc.) among the victim's possessions. Carefully identify the victim's (infant, child, elderly people) health problems. Prescribe medications in accordance to the identified health problem.
		Perform special medical interventions	...is able to independently select and prepare the measures required for the procedure. Responsibly perform any medical interventions (injection, etc.).
		Select an adequate transport destination, the monitoring of the medical condition of the patient and its development during transportation	...is able to choose the appropriate ways and means of transportation, safely carry the victim into the ambulance car, monitor and provide necessary assistance during

			transportation.	
		Appropriately transfer the patients to medical treatment, including writing and documenting their medical condition and its development	...is able to independently and responsibly prepare the victim for transportation, carefully record any required data, complete the documents, choose the appropriate method and means of transportation.	
		State the death of a person	...is able to carry out (to show) the maintenance of the victim's vital functions: respiratory tract opening, oxygen supply, external cardiac massage, cardiac rhythm by using a defibrillator. To state the person's death.	
		Use necessary medical equipment when providing emergency assistance	...is able to independently and responsibly select and use the first aid equipment (defibrillator, cardiograph, pulse oximeter, etc.).	
	Exploitation of an emergency vehical	Operate special emergency vehicle in accordance to traffic rules	...is able to acquire the traffic regulations, the traffic peculiarities when driving ambulance, additional traffic safety requirements.	
		Drive emergency vehicle	...is able to safely drive an ambulance, ensure its technical condition.	
		Be aware of medical supplies of special purpose vehicle	...is able to independently ensure the presence of any necessary fixed and portable devices in an ambulance, arrange those in a specified manner, and ensure they are safely placed.	
	QUALITY	Quality assurance	Perform quality assurance and organizational measures in the rescue and documentation of the applied emergency medical and tactical operational measures	...is able to ensure the service quality, use new technologies and first aid provision principles.
Ensure the deployment and operational capacity of rescue equipment including compliance with hygiene regulations,			...is able to provide first aid in accordance with the hygiene, legal and accident prevention rules.	

		legal work and accident prevention regulations	
		Be able to apply the knowledge of economics and management in their professional activities	...is able to responsibly supervise less qualified first aid team members.

A 3 Fashion shop designer

Unit of core work processes	Final core work process	Related core competences <i>Fashion shop designer is able to...</i>	Related learning outcomes <i>Fashion shop designer...</i>
CUSTOMER SERVICES	Customer attendance	Welcome the customers	...is able to meet and greet the buyers and customers in compliance with the requirements for professional communication and ethics.
		Identify and assess the motivations/ needs of the customers	...is able to identify and assess the needs of customers through a variety of means: analysing buying patterns by store sales results and a direct or telephone conversation, questionnaires directly and via the Internet in the state or foreign languages.
		Provide personal fashion advice (trends, fashion and styling tips, image consulting)	...is able to advise customers on fashion, clothing style, image forming issues within the limits of sales consultant's competencies applying the norms of professional communication and ethics.
		Design integral clothing style	...is able to form an individual customer's style depending on their needs, assessing a range available in the shops as well as applying professional communication and ethics.
		Guide the customer and perform a sale	...is able to select marketing and sales strategies for evaluation of market segments and responsibly carry out the sales processes within the limits of sales consultant's competencies, taking into account the individual needs of customers.
		Serve the customers in different foreign languages	...is able to comprehensively and efficiently serve customers, providing information in foreign language in accordance with the requirements of professional communication and ethics.
		Handle complaints and suggestions from customers	...is able to accept customer complaints and suggestions in accordance with the requirements of professional ethics,

			avoid conflicts and settle them.
		Meet the customers requirements and needs	...is able to meet customer requirements and needs within the limits of sales consultant's competencies applying the norms of professional communication and ethics.
TEAM MANAGEMENT	Organization and coordination of the team	Take part in staff selection and recruitment	...is able to consult the authorized persons within the limits of sales consultant's competencies on recruitment and employment process issues using professional communication and ethics.
		Organize schedules and team work	...is able to independently draw up work schedules based on employment laws and organize team work in accordance with the Lithuanian laws as well as shop opening hours.
		Coordinate the team's activities and manage conflict situations between team members, problem solving	...is able to analyse conflict situations and solve problems of team members by their commitments, evaluating the employee's responsibilities, duties and rights in accordance with professional communication and ethics.
		Guide and support the team	...is able to find out the need for help and support by team members. Provide the professional and psychological assistance and support for team members within the limits of sales consultant's competencies.
	Development of employees image	Complete the uniform	...is able to creatively design (select) staff uniforms according to their purpose and evaluating the company's image.
		Implement developed clothing style	...is able to creatively design a general staff image according to the purpose of the company (store) and requirements set for the staff.

SHOP MANAGEMENT	Work Organization	Develop a plan of work, divide work in accordance with timetables and shifts	...is able to independently draw up the work plan in the established form and delegate tasks according to priorities.
		Define the business sales goals	...is able to identify company's (store's) sales and commercial targets in terms of the quality aspect.
		Set the shop organization chart, the flow of work, responsibilities and team functions	...is able to draw up the shops organizational structure with regard to the effectiveness, efficiency and quality parameters.
		Define and control the shop rules as well as the procedures for operations, inventory and maintenance of work space	...is able to independently draw up the shop and work place supervision rules and supervise the proper use of inventory.
		Contact with suppliers and other store managers	...is able to communicate efficiently with suppliers and the heads of other stores sales within the limits of sales consultant's competencies in national or foreign languages as required in accordance with communication and professional ethics.
	Control the quality of services provided by the companies	...is able to perform ongoing quality control for the corporate services provided under contracts, and in case of non-compliance, effectively deal with the issues within the limits of sales consultant's competencies capacities, or inform the responsible person.	
Management of health and safety rules	Develop a safety plan	...is able to ensure safety at work, according to the drawn up safety plans and health and safety requirements.	
MARKETING	Management of strategic positioning of services	Define and control the rules of all services as well as the procedures for operations, inventory and maintenance.	...is able to duly conduct a market survey in order to identify customers' consumption patterns and habits and identify and choose the products which better meet the customers' needs.
		Diversify of products and services and analyse consuming habits	
		Identify the state of marketing mix components and their relationship with the fashion cycle	...is able to precisely work on a Marketing plan, taking into account the 4 „P“ (place, price, product and promotion).
	Management of	Define marketing and sales strategies taking into account the	...is able to creatively define different strategies/tools to

	commerce, marketing and quality policy of services	customer profile and prepare the follow up reports	evaluate his business evolution and customer satisfaction.
		Define business goals for all services, analyse and evaluate business results	...is able to accurately draw up charts by means of Excel as well as evaluation reports and read and interpret them.
SHOP DESIGN AND DECORATION	Identification of the Intervention area - exhibition areas , products and target audience	Define the display areas	...is able to clearly identify which are the best spots to display the products.
		Make an artistic and functional analysis of the space and apply the laws of visual composition	...is able to strategically choose the spots to be used in order to display the products according to the laws of visual composition.
		Identify and characterize products and target audience	...is able to correctly identify and use all the variables (demographic, geographic, lifestyles and behaviour) in order to define precisely his target audience
	Design of interior and display areas	Display the accessories to the interior spaces	...is able to creatively draw up the layout for the spaces decoration.
		Build a detailed and informative design project	...is able to correctly select the structures to be used in order to ensure that the products are visible (islands, vertical structures, open/semi-open or closed window display);
		Define decoration elements, materials and tools and implement the design project	...is able to creatively implement the adequate strategies in the shop interior (colours, music, fragrance) in order to attract customers.

A 4 Florist manager

Unit of core work processes	Final core work process	Related core competences <i>Florist manager is able to...</i>	Related learning outcomes <i>Florist manager...</i>
ORAGANIZATION OF WORK	Organization of production processes: workplace setup, workflow planning, the use and maintenance of tools, occupational safety, environmental safety	Organize work processes and work allocation	...is able to organize workplaces for all work processes and know all relevant occupational health and safety regulations
		Manage assistants in organizing the workflow	...is able to replan work processes out of the operational process, instruct colleagues and react to the changes of operational processes (daily sale, week sales, campaigns on special occasion)
		Provide help for colleagues with any issues and in the event of problems	...is able to support the team, instruct assistants how to organize operational processes.
MANAGEMENT OF MATERIALS	Plant materials: plants recognition/ botany, assortment, non-polluting purchase, maintenance, storage Protection of plants	Manage vitality processes of plants, summarizing the situation, distributing tasks and controlling them	...is able to drag conclusions on growth, habitat requirements and conservation measures, name about 400 botanical names and has extended knowledge acquired to plant.
		Responsibly take care of product assortment and storage	...is able to make the assortment, knows storage facilities and can apply them.
		Draws conclusions about the stock of goods, storage and procurement, responsibly arranging orders and purchases	...is able to evaluate the inventory and organize purchases for supplementation.
		Reasonably plan short-term and long-term changes	...is able to plan changes, to get information about news (magazines, exhibition etc.)
		Competently control the process of valuable material separation and waste minimization	... Is able to separate recyclables and plan appropriately to avoid the waste.
	Non-plant materials: assortment, supply, maintenance, storage	Monitor changes in a store, draws conclusions about purchases, range extensions and changes	...is able to control the inventory in the business and to draw conclusions while executing replacements, assortment and changes in accordance to the trends.
		Independently or by agreement purchases wholesale and in	...is able to match and replenish the assortment (shopping).

		trade fairs	
IMPLEMENTATION AND ORGANIZATION OF PRODUCTION	Production techniques/ Preparation techniques	Independently determine processing techniques	...is able to apply various, appropriate processing techniques to perform in accordance with the materials and design goals, to work with different electrical appliances and machines.
	- cutting	Independently choose the best conventional techniques consistent with the materials selected	...is able to select the most appropriate conventional processing technology.
	- to support with wire		
	-to wire	React to seasonal trends	...is able to react to trends, news and seasonal changes.
	methods of fastening and fitting:	Organize work processes	...is able to plan and organize work processes in a logical way.
	-fixing with different wires, cable tie		
- tying,			
-work with electrical appliances;			
Select proper technique related to the plant material / non- plant material			
- sizing,			
- spinning,			
- weaving,			
- work with electrical appliances			
work organization,			
Design and composition:	Independently recognize, describe and implement the basics of composition	...is able to explain the fundamentals of design, apply and understand design rules.	
- basic principles:	Draw floral sketches and explain them to others.	...is able to make sketches of flowers and workpieces as a help to sale the product.	
design theory,			

<p>theory of colours, styles, shapes, drawing, basics of composition;</p> <p>- production techniques: twined / hand-tied products, special arrangement, fastened, joined products, planted items;</p> <p>- thematic and special occasion products;</p> <p>- design concepts for expositions and special events.</p>	Combine customer requirements with the rules of composition	...is able to react to individual customer requirements and combine it with the rules of composition
	Show and explain production techniques for team members, give advice on plant care	...is able to demonstrate and explain techniques to the team members.
	<p>Created different workpieces:</p> <p>Theme-based floristry</p> <ul style="list-style-type: none"> - plants - Bouquets - pinning works... <p>Floristry based on different rooms</p> <ul style="list-style-type: none"> - room decoration - table decoration... <p>Floristry for different occasions</p> <ul style="list-style-type: none"> - Wedding - mourning/ funeral - birthday - ceremonial occasions... - objects and floral art 	<p>...is able to produce different workpieces and apply different forms. Themed floristry:</p> <ul style="list-style-type: none"> • Plants <ul style="list-style-type: none"> - Local conditions - Phytosociology - Maintenance demands - Durability • Bouquets of various shapes • arrangements in various forms <p>Spatial floristry:</p> <ul style="list-style-type: none"> • room decoration matching the areas • table decorations in different rooms <p>Event-related floristry:</p> <ul style="list-style-type: none"> • wedding decoration <ul style="list-style-type: none"> - Bridal bouquets - Bridal decoration - Buttons / Corsages - Car decoration - Church decoration - Ring Pillow ... • mourning jewellery <ul style="list-style-type: none"> - wreaths - Urn decoration - Coffin decoration

			<ul style="list-style-type: none"> - condolence bouquets - form binding Grave Bouquets - Grave arrangements • birthday flowers • Religious occasions: for example - Easter decorations - Thanksgiving
		Calculate the costs of final products	...is able to calculate the total costs of the products and to recheck the calculations.
		Responsibly meet hygiene and environmental requirements	...is able to comply with regulations on health, safety and respected environmental rules.
CUSTOMER SERVICE AND MARKETING	Consultation and sales	Independently manage daily activities in a store	...is able independently assess the performance of the store on the daily basis, responsibly make the right decisions adjusting activities and work allocation.
		Review the progress of business, responding to concerns, addressing complaints, able to explain the course of action	...is able to resolve problems in accordance to professional ethics requirements, avoid conflicts, according to specific customer needs and complaints.
		Understands and implement the economic activity of the company (shop)	...is able responsibly conduct and analyse permanent income and expenditure accounting and control.
		Independently manage the accounts	...is able responsibly conduct income, expenditures and material accounting, independently and responsibly issue invoices.
		Independently and reliably fulfil assignments from placing orders for flowers to giving them to customers	...is able independently form and submit flower orders, accept orders from the clients, qualitatively implement the

			orders of the clients and submit it on time.
		Understand customer needs and on the basis of expertise, offer appropriate guidance	...is able politely and tactfully clarify individual customer needs, independently and responsibly evaluate customer needs and suggest the best possible solution. ...is able to communicate in accordance to ethical and professional requirements in national and foreign language.
		Respond to the situation changes constructively and tactfully provide alternative suggestions	...is able creatively, constructively and correctly react to the situation changes, provide motivated alternative suggestions.
		Communicate with the media	...is able to communicate with the media in a professional and cultural manner, creatively provide information illustrating it with correct examples and suggest possible themes in accordance to the season.
		Display the accessories to the interior spaces	...is able to creatively draw up the layout for the spaces decoration.
		Build a detailed and informative design project	...is able to correctly select the structures to be used in order to ensure that the products are visible (islands, vertical structures, open/semi-open or closed window display).
		Define decoration elements, materials and tools and implement the design project	...is able to creatively implement the adequate strategies in the shop interior (colours, music and fragrance) in order to attract customers.

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