



1. TITLE OF THE CERTIFICATE (NL)

Diploma Beroepsonderwijs
Kwalificatie: Ondernemer/manager detailhandel

In the original language

2. TRANSLATED TITLE OF THE CERTIFICATE (EN)

Certificate Senior Secondary Vocational Education
Qualification: Entrepreneur/manager retail trade

This translation has no legal status

3. PROFILE OF SKILLS AND COMPETENCES

The most important duties of an Entrepreneur/manager retail trade are:

The Entrepreneur/manager retail trade supervises a small enterprise with 1 to 10 employees. Running a larger enterprise (11 to 50 employees) or a number of small branches requires more managing competencies. To pursue a good policy, the Entrepreneur/manager retail trade draws up a business plan, using all ideas, data and figures which can be of importance. He formulates the complete policy on marketing, sales, buying, personnel and finances. He determines the interior and exterior design of the store and the place and display of the merchandise.

The Entrepreneur/manager retail trade is responsible for purchasing the right commodities, at fair prices, in adequate quantities and at the right time. He negotiates with suppliers, and conducts consumer and competitor research. He analyzes the turnover of his business and realizes the desired turnover by taking adequate measures. He also allots time to bookkeeping, stock keeping and personnel administration.

The Entrepreneur/manager retail trade is responsible for an attractive store, which draws the customer's attention and leads him into and through the shop. Social skills are very important to the Entrepreneur/manager retail trade because he deals with different kinds of people. He advises customers and handles complaints, he stimulates and motivates his employees, he negotiates with suppliers and maintains relationships with several institutions and businesses, such as the local authorities, colleague-entrepreneurs, finance corporations and governmental executive agencies.

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

- Middle management positions in the retail trade;
- Retail personnel;
- Supervisor;
- First line manager;
- Independent retailer.

Competence to run one's own business (retail business qualifications).

5. OFFICIAL BASIS OF THE CERTIFICATE

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.

Name and status of the national/regional authority providing accreditation/recognition of the certificate

Ministry of Education, Culture and Science

Level of the certificate (national or international)**Grading scale / Pass requirements***** 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	
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 level 4 - EQF level 4 - ISCED 3A	10 excellent 9 very good 8 good 7 very satisfactory 6 pass 5 fail 4 unsatisfactory 3 very unsatisfactory 2 poor 1 very poor
Access to next level of education/professions With a diploma at qualification level 4, transfer is possible to higher professional education.	International agreements The profession of Entrepreneur/manager retail trade is not regulated 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.
Legal basis Act on Vocational Education and Training (WEB), registered number of qualification (crebo): 10850	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE	
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.	
Average duration of the education/ training leading to the certificate	4 year(s) (6400 study hours) (depending on previous education)
Entry requirements The certificate preparatory vocational secondary education (vmbo) advanced vocational programme, combined programme, or theoretical programme, or a comparable level.	

7. ADDITIONAL INFORMATION
Additional information, including a description of the Dutch national qualifications system, is available at the Netherlands National Reference Point (NRP) for VET: www.nlncrp.nl SBB has been appointed by the Ministry of Education, Culture and Science as NRP.