

ECVET Supporting Tool



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Introduction

The following document will provide information on the context, allocation of ECVET points, learning results (knowledge, skills & attitudes), assessment and recognition, and qualification within the Erasmus+ Strategic Partnerships project Boosting Online crOss-border sales of Shoes Through e-Commerce coaching for SMEs from the shoe industry (hereinafter BOOST4Shoes).

Context

The initial aim of the BOOST4Shoes project is the proposal of e-commerce strategies for the footwear sector with the use of digital tools. The collateral aim of BOOST4shoes is to show professionals working in sales or marketing departments how to manage successful transition to the digital environment.

In this respect, the project foresees the development of an online platform for footwear SMEs in order to support them in the acquisition of knowledge, skills and competences to become an “Online Sales Manager”. The online platform consists of training modules on how to make efficient use of the Internet as a sales channel.

Development of contents fulfilling specific learning outcomes is the responsibility of the project consortium, which includes seven partners, i.e. Civic Computing (UK), Cosmic Innovations (Cyprus), CTCP (Portugal), TUIASI (Romania), CTD (Greece), Danmar Computers (Poland) and ISC (Germany).

Prior to the development of materials, the consortium conducted research for the identification of online sales tools used by SMEs in partnering countries. Based on the results of the research, a survey for footwear SMEs was created, which allowed for reaching the conclusion which skills to further concentrate on while preparing platform content encompassing of sales strategies.

The strategies, divided into actions, which have been developed and incorporated into the online platform, and are listed in the Credit Allocation Chart.

Allocation of ECVET points

The e-learning course consists of six categories, each divided into actions, here referred to as learning units. All of these are listed in the Credit Allocation Chart.

The type and amount of learning units within each category is allocated on the basis of the pre-assessment test, which the user completed after registering for the e-course.

In the BOOST4Shoes e-course, a single learning unit accounts for 1 ECVET point and approximate number of hours necessary to learn the material, being 5. For the learner to be acknowledged to a digital certificate, will be obliged to collect a complete number of ECVET points, here amounting 40.

Credit Allocation Chart of ECVET Points

Online Sales Manager Categories	Learning units	Hours	ECVET points		
Ordering	Search Box	5	50	1	10
	Order Process	5		1	
	Ease of selecting and amending orders	5		1	
	Product Comparison	5		1	
	Product Suggestions	5		1	
	Stock Information	5		1	
	Customisation Tool	5		1	
	Product Info	5		1	
	User Profiles	5		1	
	Shoe Fitting Tool	5		1	
Overall service	Delivery Information	5	40	1	8
	Consumer Reviews	5		1	
	Gift Wrapping	5		1	
	Product Image Quality	5		1	
	Alternate Views	5		1	
	Product Demos	5		1	
	ERP & CRM Integration	5		1	
	M-Commerce and tablets	5		1	
Delivery	Order tracking options	5	45	1	9
	Item Returning Policy	5		1	
	Delivery Service Evaluation	5		1	
	Delivery rearranging	5		1	
	Customs charges	5		1	
	International address lookup	5		1	
	Special delivery instructions	5		1	
	Carrier information	5		1	
	Delivery options	5		1	
Communication	Delivery details and Delivery rescheduling via SMS	5	20	1	4
	Customer service phone lines	5		1	
	Live Chat	5		1	
	Using social media	5		1	
Payment	Security	5	15	1	3
	Popular payment methods	5		1	
	Mobile ready	5		1	
Promotion	PPC Tools	5	30	1	6
	Promotional Techniques	5		1	
	Newsletter	5		1	
	Social Media Links	5		1	
	Website and Consumer Analytics	5		1	
	Search Engine Optimisation	5		1	
		200	200	40	40

Note: the presented Credit Allocation Chart of ECVET Points has been developed by the project consortium and serves as a proposal. The required amount of hours to meet the eligibility criteria for ECVET credit allocation vary by country based on implemented national qualification systems. *For qualifications which do not have a formal learning pathway reference, ECVET credit points can be allocated through estimation by comparison with another qualification which has a formal reference context. [...] The successful achievement of a qualification or of a unit triggers the award of the associated ECVET points, independently of the actual time required to achieve them.* (RECOMMENDATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 18 June 2009 on the establishment of a European Credit System for Vocational Education and Training (ECVET)).

Knowledge, Skills & Attitudes

This part lists the abilities and characteristics of an Online Sales Manager that has successfully completed the BOOST4Shoes e-course. These have been divided into knowledge, skills and attitudes.

Knowledge

The learner is familiar with the characteristics of e-commerce.

The learner knows principles for implementing strategies for managing e-commerce activities.

The learner is aware of culture-specific restrictions in the implementation of e-commerce strategies.

The learner understands the nature of cross-border sales in the footwear sector.

Skills

The learner is able to choose and use tools for the implementation of e-commerce activities.

The learner is able to plan the time and cost for implementing selected e-commerce strategies.

The learner is able to calculate the expected impact from the implementation of selected e-commerce strategies.

The learner is able to perform online activities for the development of a footwear e-commerce business.

Attitude

The learner follows the instructions for selecting adequate e-commerce strategies.

The learner demonstrates active participation in the implementation of successful e-commerce strategies.

The learner makes effort in incorporating e-commerce strategies in a footwear business.

Assessment and recognition

Learner's knowledge, skills and attitude will be assessed through a self-assessment model. With the successful completion of a learning unit the learner is granted 1 ECVET point, as presented in the Credit Allocation Chart of ECVET Points. The type and amount of learning units within each category is allocated on the basis of the pre-assessment test. In the case when a category is not assigned to the learner, he/she will be granted the complete amount of ECVET points indicated in the Chart. This means that learners will be starting their e-courses with different amounts of ECVET points. Only under the condition of gathering 40 ECVET points will the learner successfully complete the e-course and receive a digital certificate.

Additionally, BOOST4Shoes offers skill retention in the form of Open Badges. A Boost4Shoes Open Badge is a digital credential that is granted to a learner that has been successful in acquiring described in the project learning outcomes. An Open Badge may serve the purpose to demonstrate skills necessary for a certain profession and can be treated on equal with other non-formal courses that a learner may have completed for the development of own professional skills.

The authenticity of a BOOST4Shoes Open Badge can be verified through the BOOST4Shoes Academy as each credential is connected with a unique ID.

Qualification

The completion of the BOOST4Shoes e-course is accumulated with specific qualifications, namely Online Sales Manager for the footwear industry. The BOOST4Shoes Open Badge also gives the qualification of a BOOST4Shoes TRAINER, which is proof of the ability of the particular person to guide and review the participation of a learner to the BOOST4Shoes programme.

Links for further reading

BOOST4Shoes website. <https://boost4shoes.eu/>

RECOMMENDATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 18 June 2009 on the establishment of a European Credit System for Vocational Education and Training (ECVET). <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ%3AC%3A2009%3A155%3A0011%3A0018%3AEN%3APDF>

ESCO classification. <https://ec.europa.eu/esco/portal/home?resetLanguage=true&newLanguage=en>

Open Badges. <https://openbadges.org/>