**PRAKTIKAFTALE**

**EGU – Handel- og Kundeservice**

*indgået i henhold til § 18 stk. 2, i lov om forberedende grunduddannelse*

Praktikaftalen skal være godkendt af kommunen inden praktikopholdets begyndelse

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| |  |  |  |  | | --- | --- | --- | --- | | **1.** **Virksomhed** | | | | | Virksomhedens navn og adresse (iht. CVR-registrering) | CVR-nr. | | | |  |  | | | |  | Telefonnr. | | E-mailadresse | |  |  | |  | |  | Arbejdsstedets beliggenhed, hvis det ikke er sammenfaldende med firmaets | | | |  |  | | | |  |  | | | |  |  | | | | Kontaktperson navn |  | | | | Kontaktperson telefonnummer |  | | | | **2.** **Elev** | | | | | Fulde navn | | | Personnummer | |  | | |  | | Adresse | | | Telefonnummer | |  | | |  | | Postnummer og postdistrikt | | | E-mailadresse | | **3.** **Uddannelsen** | | | | | Aftalen påbegyndes dato | Aftalen afsluttes dato | | | |  |  | | | | Praktikperiodens mål (Der henvises til forløbsplanen, der vedlægges) | | Bilag vedlagt | | |  | |  | | |  | |  | | |  | |  | | | Arbejdsområde og -funktioner – se fagbilaget nedenfor | | | | |  | | | | |  | | | | |  | | | | |  | | | | |  | | | | |  | | | | |  | | | | |  | | | | |  | | | | |
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| |  |  | | --- | --- | | **7.** **Forbeholdt kommunen/ tilrettelæggeren (godkendelsespåtegning, jf. FGU-lovens § 18, stk. 2)** | | | Denne praktikaftale indgår som led i uddannelsesplan aftalt mellem elev og <virksomhed >. | Aftaledato | |  |  | | Eventuelt supplerende påtegning | | |  | | |  | | | Tilrettelæggers navn, adresse, telefonnr. og e-mailadresse | Kontaktperson | |  |  | |  | Dato og underskrift | |  |  | |  |  | |

BILAG 1:

**Handel- og Kundeservice**

Fagområdet inkluderer alle de fagområder, der indeholder handel, kontor og kundeservice. Det kan fx være detailhandel, e-handel, produktion, detailhandel med kundekontakt, administration eller lager. Kerneområderne for temaet er salg og videresalg af varer, serviceydelser, kendskab til forbrugere/kunder, administrative opgaver, vejledning og betjening af kunder.

Temaet afspejler de centrale fagområders kendetegn og normer, herunder personlig fremtræden, god kundebetjening og kendskab til arbejdsopgaver og løsninger heraf. Det faglige tema handel og kundeservice henter inspiration fra afsætning, organisation, samfundsfag, erhvervsøkonomi, it m.m., men afgrænser sig ved at have fokus på det konkrete salg, administrationen og kundesituationerne.

Praktikanten kan i praktikken have mulighed for at opnå:

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| Viden: | • kundegrupper, varegrupper og butiksindretning  • fagsprog og kommunikation, der hører til handel og kundeservice  • virksomhedens omverden  • målgrupper og dertilhørende analyseredskaber  • butiksøkonomi/ intro til erhvervsøkonomi  • innovation og iværksætteri  • betydningen af personlig fremtræden, kropssprog og mundtlig kommunikation i salg eller kundeservice  • virksomhedens kommunikation internt og eksternt  • gældende lovgivning for området  • teorierne om opbygning af hotspots, stande og vinduer  • arbejdsopgaver inden for handel og kundeservice  • de forskellige arbejdsopgaver der indgår i udvikling, planlægning og afvikling af events/oplevelser, der understøtter en handelssituation  • forskellige e-handelsplatforme og markedsføring  • normer og kulturer inden for fagområdet  • uddannelses- og beskæftigelsesmuligheder inden for fagområdet  • muligheder og rettigheder på arbejdsmarkedet  • administrative opgaver  • et salgs forskellige faser |
| Færdigheder: | • personligt salg, herunder e-handel  • kundeservice, i forbindelse med administration  • arbejdsopgaver, som hører til handel og service  • anvendelse af redskaber og software som benyttes i fagområdet  • overholdelse af sikkerhedskrav og ergonomisk korrekt udførelse af arbejdet  • anvendelse af (simple) markedsføringsmæssige metoder og fremstillingsformer  • anvendelse af principperne for salg eller rådgivning, herunder personligt salg eller rådgivning af kunder  • udarbejdelse og gennemførelse af en præsentation  • anvendelse af relevant fagsprog  • anvendelse af forskellige analysemodeller der opkvalificerer elevernes arbejde indenfor handel og kundeservice |
| Kompetencer: | • identificere kundens behov  • gennemføre arbejdsopgaver inden for handel og kundeservice alene eller i samarbejde med andre  • kvalitetssikre proces og salg/service  • sikre miljømæssige hensyn  • have medansvar for samarbejde og trivsel på arbejdspladsen  • arbejde problemløsende, praktisk og innovativt  • søge praktikplads eller beskæftigelse målrettet den ønskede branche. |

For flere fagbilag henvises til: <https://emu.dk/fgu>