



Vocabularios en  
educación argentina

# **International Standard Classification of Education : fields of education and training Business and administration**

*lista alfabética*

UNESCO Institute of Statistics

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling and analysing cross-nationally comparable statistics on education. ISCED Fields of Education and Training classifies education programmes and related qualifications by fields of study.

Licencia: Attribution-ShareAlike 3.0 IGO (CC BY-SA 3.0 IGO)

URL: <https://vocabularios.educacion.gob.ar/admin/iscedf/>

## Referencias:

---

TG: término superior

TE: término específico

UP: término no preferido

USE: use

TR: término relacionado

EX: Excluye

IN: Incluye

NA: nota de alcance

Metatérmino: es un término que agrupa otros términos, no debería utilizarse para la indización

Fecha de última modificación: 28-01-2022

Fecha de impresión: 19-04-2024

## Accounting and taxation USE 0411

Accounting and taxation is the study of maintaining, auditing and recording financial transactions.

Programmes and qualifications with the following main content are classified here:

- Accounting
- Auditing
- Bookkeeping
- Tax accounting
- Tax management

## Compétences professionnelles USE 0417

## Competencias laborales USE 0417

## Comptabilité et fiscalité USE 0411

## Contabilidad e impuestos USE 0411

## Educación comercial y administración USE 0413

## Finance, banking and insurance USE 0412

Finance, banking and insurance is the study of planning, directing, organizing and controlling financial activities and services. It includes the control and monitoring of the financial resources of organizations, institutions and individuals, and the provision of financial services at the corporate and individual level.

Programmes and qualifications with the following main content are classified here:

- Bank teller studies
- Banking and finance
- Finance theory
- Insurance
- Investment analysis
- Investments and securities
- Pension insurance

Social insurance

Stock-broking

## Finance, banque et assurances USE 0412

## Gestion et administration USE 0413

## Gestión financiera, administración bancaria y seguros USE 0412

## Management and administration USE 0413

Management and administration is the study of planning, directing and operating the functions and activities of organizations and institutions. Programmes in management also including administration, economics, finance etc. are included here if emphasis is given to management and administration.

Programmes and qualifications with the following main content are classified here:

- Administration
- Educational management
- Employment management
- Entrepreneurship
- Health administration
- Logistic management
- Management science
- Office management
- Organizational theory and behaviour
- Personnel administration
- Personnel management
- 'Start your own business' courses
- Supply change management
- Training management

## Marketing and advertising USE 0414

Marketing and advertising is the study of promoting the exchange processes of goods and services between organizations and/or individuals, and the study of consumer behaviour and requirements. It includes the study of the role of product development, pricing, distribution, promotion and sales in order to maximise business performance.

Programmes and qualifications with the following main content are classified here:

Advertising  
Consumer behaviour  
Market research  
Marketing  
Merchandising  
Public relations

## Marketing et publicité USE 0414

## Mercadotecnia y publicidad USE 0414

## Secretariado y trabajo de oficina USE 0415

### Secretarial and office work USE 0415

Secretarial and office work is the study of administrative procedures and practices, office technology and clerical, shorthand and keyboard skills. Specialised secretarial programmes (bilingual, medical, law, accounting etc) are included if the programme has secretarial work as its objective, rather than work as specialised assistants.

Programmes and qualifications with the following main content are classified here:

Administrative and secretarial services  
Clerical programmes  
Data entry  
Foreign language secretary programmes  
Keyboard skills  
Legal secretary programmes  
Medical secretary programmes  
Operation of office equipment  
Receptionist training  
Secretarial programmes  
Shorthand  
Switchboard operating  
Typing

## Travail de secrétariat et de bureau USE 0415

## Ventas al por mayor y al por menor USE 0416

## Vente en gros et au détail USE 0416

### Wholesale and retail sales USE 0416

Wholesale and retail sales is the study of buying and selling goods and services, including stock management, pricing practices, loss prevention, sales systems and procedures. It includes the study of the workings and current trends of the wholesale and retail industries. Selling of buildings and properties is also included.

Programmes and qualifications with the following main content are classified here:

Auctioneering  
Consumer services  
Demonstration techniques  
Purchasing  
Real-estate business  
Retailing  
Stock-keeping  
Ware-housing  
Wholesaling

### Work skills USE 0417

Work skills is the study of the structure and function of working life. It comprises programmes, mainly given as staff training, related to the working place and to work assignments.

Programmes and qualifications with the following main content are classified here:

Clients' needs  
Company knowledge  
Customer service training  
'Introduction to work' courses  
Organization at work  
Quality assurance  
Trade union courses (general)  
Work development