

## 1. TITLE OF THE CERTIFICATE (DE) <sup>(1)</sup>

**Reife- und Diplomprüfungszeugnis des Aufbaulehrganges an Handelsakademien Ausbildungsschwerpunkt "Marketing und internationale Geschäftstätigkeit"**

<sup>(1)</sup> in original language

## 2. TRANSLATED TITLE OF THE CERTIFICATE (EN) <sup>(1)</sup>

**Reifeprüfung-Certificate and VET-Diploma - Add-on Course - Specialist Subject Area "Marketing and International Business"**

<sup>(1)</sup> This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

- Communication in the mother tongue and in at least two foreign languages in business relevant and everyday situations
- Knowledge and skills in the fields of information and communication technology
- Use of technical Soft- and Hardware to solve managerial tasks
- Understanding internal contexts and operational decision-making processes
- Development of marketing strategies, initiation and completion of international business (import, export), calculation and analysis of economic code numbers in international business
- Knowledge and skills for the technical use of the marketing instruments, international marketing and international business
- Project-oriented work in a team and individually to solve challenging managerial tasks
- Independent work in all important fields of economic accounting under consideration of fiscal aspects and the use of relevant frequently applied standard software
- Personnel clearance, cost accounting, calculation, code number analysis, controlling, interpretation and performance analysis, preparation of the annual audit, implementation and analysis of the results of documentary accounting
- Company Management and management, selling and negotiation techniques, knowledge about national and international contract arrangements
- Personnel and finance management
- Knowledge of the national and international legal regulations relevant for current business activities
- Managerial problem solving competence and specific methodical competence for that specific area
- Presentation and negotiation skills also in the foreign languages
- Cross culture management

## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE <sup>(1)</sup>

### Range of occupations:

Employment in fields of activities with a high degree of responsibility as an employee or entrepreneur in various branches of the economy and the administration at an intermediate or higher commercial and administrative level, especially in the fields of international business and marketing, export advisor, services in the field of automated data processing, purveyor of information, trade, sales agent, foreign correspondent, price agency, pawn broker, public relations advisor, statistical survey and interpretation, barter business, arrangement and completion of commodity trade business, arrangement of discount businesses, foreign currency dealing, orders for counselling, auction of movable goods, administration of moveable property, product presentations, advertising agency

### Pursuit of regulated professions on a self-employed basis (see also [www.gewerbeordnung.at](http://www.gewerbeordnung.at)):

With evidence of the relevant professional experience the holder of the certificate is enabled to pursue the following regulated professions: e.g. management consultants including management organisers, accounting, financial consulting, insurance agents, debt collection agencies Furthermore he/she has access to the examinations of the following regulated professions: e.g. employment agent, insurance broker, advisor in insurance matters, travel agency, forwarding agents including carriers, commercial accountant, property trustees, estate agents and managers, arrangement of personal loans provision of employees

<sup>(1)</sup> in applicable.

### (\*) 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 2001/614/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 on transparency is available at: <http://europass.cedefop.eu.int/> or <http://www.europass.at/>

## 5. OFFICIAL BASIS OF THE CERTIFICATE

<p><b>Name and status of the body awarding the certificate</b> Educational institution recognised by the State of Austria, address see certificate</p>	<p><b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Federal Ministry for Education, the Arts and Culture</p>
<p><b>Level of the certificate (national or international)</b> ISCED 4A</p>	<p><b>Grading scale / Pass requirements</b> 1 = excellent (excellent performance) 2 = good (good performance throughout) 3 = satisfactory (balanced performance) 4 = sufficient (performance meeting minimum pass levels) 5 = not sufficient (performance not meeting minimum pass levels) In addition, the overall performance at the final exam (Reife- and diploma exam) is rated as follows: Pass with distinction, Good pass, Pass, Fail</p>
<p><b>Access to next level of education/training</b> Access to all courses of study at universities, academies and at Fachhochschulen (university level study programme of at least 3 years duration with vocational-technical orientation). The holder of the certificate might get credits at Fachhochschul-programmes if the course taken is similar in content to the topic areas covered by the certificate.</p>	<p><b>International agreements</b></p> <ul style="list-style-type: none"> <li>▪ European Convention on the Equivalence of Diplomas leading to Admission to Universities, BGBl. Nr. 44/1957</li> <li>▪ Convention on the Recognition of Qualifications concerning Higher Education in the European Region, Section IV, BGBl. III Nr. 71/1999</li> <li>▪ This certificate attesting to successful completion of (training at) this (these) post-secondary VET course(s) can be classified as a diploma within the meaning of Article 11 point (c) (i) of the Directive 2005/36/EC on the recognition of professional qualifications and, pursuant to Article 13 paragraph 3 of this Directive, is therefore equivalent to a qualification certifying successful completion of higher or university education of (up to) four years' duration pursuant to Article 13 paragraph 3 of this Directive, regardless of whether the qualification required in the host Member State must be allocated to Article 11 point (d) or Article 11 point (e) of the Directive</li> </ul>
<p><b>Legal basis</b> National curriculum, BGBl. (Federal Law Gazette) II Number (No.) 895/1994 of 18th November 1994 current version; BGBl- IINo. 325/2000 of 3rd October 2002, Examination specification BMHS (concerning the final exams in vocational schools and colleges), BGBl. (Federal Law Gazette) II No. 70/2000</p>	

## 6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE

<p>1. Training and education as defined by the National Curriculum for Add-on Courses of Secondary Colleges for Business Administration 2. External certification as defined in BGBl. (Federal Law Gazette) II No 362/1979 current version.</p>
<p><b>Additional information:</b></p> <p><b>Entry requirements:</b> successful completion of a Secondary Business School or a preparatory course in the commercial field</p> <p><b>Duration of education:</b> 3 years</p> <p><b>Duration of compulsory work placement:</b> during the school holidays of at least 4 weeks</p> <p><b>Education objectives:</b> Intensive three years of vocational training in general and commercial subjects. Transfer of methods how to think and act as well as attitudes how to work and decide that enable the graduates to immediately work in a senior position in business and in administration especially in the fields of international business (import, export) and marketing as well as to take up a scientific study. Further important goals are personal development, the ability for professional mobility and flexibility, creativity, the ability to criticise, social commitment, the ability to communicate in their mother tongue and in the foreign languages acquired and knowledge of information and communication technology according to the current challenges of the economy and the management.</p> <p><b>Subjects include:</b> The subjects taught are listed on the school leaving (examination) certificate.</p> <p><b>More information (including a description of the national qualification system) is available at:</b> <a href="http://www.certificate.at">http://www.certificate.at</a> or at <a href="http://www.zeugnisinfo.at">http://www.zeugnisinfo.at</a></p> <p><b>National Europass center:</b> <a href="mailto:info@zeugnisinfo.at">info@zeugnisinfo.at</a></p>