

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

**Reife- und Diplomprüfungszeugnis des Aufbaulehrganges an Handelsakademien  
Ausbildungsschwerpunkt „Internationale Geschäftstätigkeit mit Marketing“**

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

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

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

<sup>(2)</sup> This translation has no legal status.

## 3. PROFILE OF SKILLS AND COMPETENCES

- Ability to communicate, present and negotiate in the mother tongue and in at least two foreign languages
- Use of information and communication technologies for solving economic tasks
- Application of technical software for solving managerial tasks
- Understanding inter-company relations and operational decision making processes
- Calculation and analysis of operational code numbers as the basis for business management
- Knowledge about the European Union and the European Economic Area
- Project-oriented work in a team and individually for solving challenging economic tasks
- Independent work in all essential areas of operational accounting using business standard software
- Staff accounting, cost accounting, costing, ratio analysis, controlling
- Preparation of annual audits, analysis of the results of documentary accounting
- Business management, staff, finance and quality management
- Sales and negotiation techniques, knowledge about the drafting of contracts
- Knowledge of the legal regulations common in business, preparation of contracts
- Problem solving competence and specific methodical competence in the Special Subject Area „International Business and Marketing“
- Knowledge and skills for the use of marketing instruments in international business
- Development of marketing strategies, initiation and processing of international business deals
- Analysis of economic code numbers in international business
- Knowledge of national and international legal regulations common in international business
- Cross cultural management

## 4. RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE CERTIFICATE <sup>(3)</sup>

### Range of occupations:

Employee or business person in fields of activities with a high degree of personal responsibility in different sectors of the economy and administration holding positions in middle and senior commercial and administrative management, particularly in the fields of international business and marketing, export consultant, services in the fields of information and communication technologies, sales representative, price agency, public relations consultant, statistical surveys and evaluations, auction of moveable goods, advertising agency etc.

**Pursuit of regulated professions on a self-employed basis:** (look it also up at [www.gewerbeordnung.at](http://www.gewerbeordnung.at))

- After having worked for six months: insurance agent
- After a professional occupation of one year: accounting
- After a professional occupation of one and a half years: debt collection agency, business consulting including company organisation
- After a professional occupation of one and a half years and a qualifying examination: real estate agent and manager, security business (private investigator), surveillance business, labour lease
- After a professional occupation of one and a half years and a qualifying examination: recruitment agency
- After a professional occupation of one and a half years and a proof of knowledge in the field of personal loan agencies: commercial investment counselling

<sup>(3)</sup> In applicable.

### <sup>(\*)</sup> Explanatory note

This document is designed to provide additional information about specified certificates. It 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 and Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, as well as 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 on transparency is available at: <http://europass.cedefop.eu.int/> or [www.europass.at](http://www.europass.at)

5. OFFICIAL BASIS OF THE CERTIFICATE	
<b>Name and status of the body awarding the certificate</b> Educational institution recognised by the State of Austria, address see certificate	<b>Name and status of the national/regional authority providing accreditation/recognition of the certificate</b> Federal Ministry for Education, Science and Culture
<b>Level of the certificate (national or international)</b> ISCED 4A	<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
<b>Access to next level of education/training</b> Access to all courses of study at universities; access to academies and Fachhochschulen. Taking up relevant studies at a Fachhochschul-study course can shorten the duration of study.	<b>International agreements</b> <ul style="list-style-type: none"> <li>▪ Convention on the Recognition of Qualifications concerning Higher Education in the European Region, Chapter IV, BGBl (Federal Law Gazette) III, No. 71/1999</li> <li>▪ European Convention on the Equivalence of Diplomas leading to Admission to Universities BGBl. (Federal Law Gazette) No. 44/1957</li> <li>▪ The successful graduation of this school is considered as the graduation of a regulated course according to Article 13 Paragraph 2, Subparagraph 3 and Annex III of the Directive 2005/36/EG on the recognition of professional qualifications. This certificate is, therefore, a diploma according to Article 11 Letter c) of the Directive 2005/36/EG and according to Article 13, Paragraph 3 of this Directive it complies with a recognition of professional education and training that ends with the graduation from a university of applied sciences or a university after (up to) four years, irrespective of the fact whether the requested education matches Article 11 Letter d) or Article 11 Letter e) of the Directive in the host country.</li> </ul>
<b>Legal basis</b> National curriculum, BGBl. (Federal Law Gazette) II Number (No.) 283/2006 current version, Examination specification BMHS (concerning the final exams in vocational schools and colleges), BGBl. (Federal Law Gazette) II No. 70/2000 current version	

6. OFFICIALLY RECOGNISED WAYS OF ACQUIRING THE CERTIFICATE
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.
<b>Additional information:</b> <b>Entry requirements:</b> successful completion of a Secondary Business School or a preparatory course in the commercial field <b>Duration of education:</b> 3 years <b>Duration of work placement:</b> voluntary work placement during the school holidays of four weeks as far as possible <b>Education objectives:</b> Intensive three years of higher vocational education and training in general and commercial subjects based on a successful graduation of a Secondary Business School. Transfer of methods how to think and act as well as attitudes how to work and decide that enable the graduates to work in a senior position in business and in administration as well as a self-employed entrepreneur. Ability 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 as well as knowledge of information and communication technology according to the current challenges of the economy and science. <b>Subjects include:</b> see List of Subjects in the Reifeprüfung-Certificate and VET-Diploma <b>More Information (including a description of the national qualification system) is available at:</b> <a href="http://www.zeugnisinfo.at">www.zeugnisinfo.at</a> <b>National Europass center:</b> <a href="mailto:info@zeugnisinfo.at">info@zeugnisinfo.at</a>