

# CURRICULUM FOR SECONDARY BUSINESS SCHOOL

## I. LIST OF SUBJECTS

(Allocation and number of lessons per subject)

A. COMPULSORY SUBJECTS	Weekly Class Periods <sup>1)</sup> Year				Kind of Teaching Contract
	1.	2.	3.	Sum	
<b>Core Subjects</b>					
1. Religious Instruction .....	2	2	2	10	(III)
2. German.....	4	3	4	11	(I)
3. English incl. Business English .....	3	3	3	9	I
4. Contemporary History, Political Education and Law .....	-	2	2	4	(I)
5. Geography (Economic Geography) ...	2	2	-	4	(I)
6. Biology, Ecology and Merchandise Technology .....	2	1	2	5	(I)
7. Business Administration incl. Fundamentals in Political Economics .....	4	2	2	8	III
8. Accounting <sup>2)</sup> .....	4	3	3	10	III
9. Business Informatics .....	1	2	2	5	I
10. Information and Office Management <sup>3)</sup> .....	3	3	2	8	(I)
11. Physical Education .....	2	2	1	5	(IVa)
<b>Sum Core Subjects</b>	<b>27</b>	<b>25</b>	<b>23</b>		
Frame for school-autonomous Curriculum Regulations	26-31	23-30	19-28		
<b>Subject Area<sup>1)</sup></b>					
12. School-autonomous Area .....	-	2-4	2-4	5-8	I-III <sup>4)</sup>
13. School-autonomous Seminars <sup>2),3)</sup> for the Practice Firm .....	-	0-2	0-2	0-3	I-III <sup>5)</sup>
14.-16. Business Administration Training incl. Project Work .....					
14. Personality Development and Social Competence .....	2	-	-	2	III
15. Business Communication and Practice Firm .....	-	2	4	6	I
16. Project Management and Project Work .....	-	-	2	2	
<b>Total Weekly Class Periods</b>	<b>29</b>	<b>31</b>	<b>33</b>	<b>93</b>	
Frame for school-autonomous Curriculum Regulations	28-33	29-36	30-37		

## Non-compulsory Subjects, Non-obligatory Practice, Remedial Instructions

### B. Non-compulsory Subjects<sup>1)</sup>

1. Second Foreign Language incl. Foreign Language for Business Purpose <sup>6)</sup> .....	3	3	3	9	I
2. Mathematics and Applied Mathematics .....	-	0-3	0-3	3	I
3. Shorthand .....	-	2	2	4	(V)
4. Political Science .....	2	2	2	6	III

### C. Non-obligatory Practice<sup>1)</sup>

1. Ability Promotion .....	2	2	2	6	III
2. Contemporary Culture .....	2	2	2	6	IVa
3. Interpretative Acting .....	2	2	2	6	V
4. Creative Design .....	2	2	2	6	V
5. Physical Education .....	2	2	2	6	(IVa)
6. Supporting Language Training German .....	2	2	2	6	III

### Voluntary Practical Training

During the summer holidays and possibly four weeks before the beginning of the third year.

### Remedial Instructions<sup>1),7)</sup>

1. German .....	2	2	2		(1)
2. English incl. Business English .....	2	2	2		I
3. Business Administration incl. Fundamentals in Political Economics .....	2	2	2		I
4. Accounting <sup>2)</sup> .....	2	2	2		I
5. Business Informatics .....	1	2	2		I
6. Information- and Office Management <sup>3)</sup> .....	2	2	2		III

1) See Section IV (School-autonomous curriculum regulations)

2) Computer-aided

3) Computer-aided Word Processing

4) School-autonomously determined Subject Areas with focus on Business Administration or on Information Technology are part of Teaching Contract Group I, with focus on Sales Management are part of Teaching Contract Group II and with focus on Office Management are part of Teaching Contract Group III.

5) Language Seminars that increase communicative competence are part of Teaching Contract Group II, all other seminars are part of Teaching Contract Group III.

6) Alternative Non-compulsory Subjects: in legal documents the foreign language has to be stated.

7) As course for one or more classes – but only for the same year during a certain period of a school year. Remedial Instructions, if necessary, can be offered twice for the same subject within one school year and for 16 lessons the maximum. Students can only be accepted for Remedial Instructions in two subjects during one school year.

## II. GENERAL EDUCATIONAL OBJECTIVE

### Legal Mission of this Type of School

The Secondary Business School provides general and business-oriented education in an integrated form, which qualifies for all sectors of the economy and the administration. Education at the Secondary Business School ends with a Final Examination.

Based on §2 of 'Schulorganisationsgesetz' the Secondary Business School has to support the development of young people in a holistic way.

### Central Aims:

The graduates of a Secondary Business School shall basically be able to

- advocate peace and justice and to support the protection of a humane environment and future for everybody,
- be familiar with the European Union and its member states regarding their historical, cultural, economic and social aspects,
- see the importance of co-operation amongst the countries of the European Union with other European countries and with the rest of the world,
- show understanding and respect for other people, their work and their points of view based on intercultural education,
- understand the economy as a part of society and culture
- show interest in the Austrian state and society as well as in the European Union,
- stand up for freedom and democratic principles,
- think about the meaning of life, to tackle ethical and moral values like the religious dimension of life
- assess, as a responsible person, the consequences of his/her own behaviour and that of others for the society and to be able to form an independent judgement,
- understand the importance of education and training as well as to see the necessity for further personal education to be able to successfully cope with a constantly changing world.

### Competences

The graduates of a Secondary Business School shall be equipped with the necessary knowledge and skills as well as with the attitudes and values enabling them to accomplish the tasks given. They shall be prepared for their tasks as responsible members of the state and the society, especially for their role as employees, as entrepreneurs and as consumers, in particular they shall

- know and observe the requirements of professional experience laid down by law, norm or usage,
- be able to operate the devices and other resources used to solve commercial tasks safely,
- be able to obtain all necessary information to solve commercial tasks,
- be familiar with the possibilities of information- and communication technology and to be able to use it adequately in different situations,
- be able to distinguish the essential from the unessential and to develop ideas starting from the particular and going on to the whole thing,
- develop key qualifications and be capable of thinking in a logical, creative and integrated way,
- be able to work accurately and patiently, individually and in a team,
- be motivated to act responsibly and to pay attention to economic, ecological and social aspects,
- be able to communicate in the language of instruction and in the foreign language acquired,

- be capable of and prepared to co-operate,
- realise the importance of quality management for performances rendered,
- support the idea of pollution control and consumer protection,
- be interested in pursuing and taking in new information, approaching tasks self-confidently and enjoying their own work and achievements,
- see the necessity for further job-related training and be capable of learning independently and continuously on their own using latest technologies and
- consider religions and philosophy as possibility to broaden and deepen the competences given.

### III. GENERAL DIDACTIC PRINCIPLES

The curriculum has to be seen as a frame curriculum. Thus, this curriculum makes it possible to take economic, social and cultural changes into account and to emphasise some areas of the curriculum according to the specific aims of the Secondary Business School.

Selecting the subject matter as well as including other educational matter has to be done by the teachers themselves in a very responsible way and due to the educational and teaching tasks the following criteria are of major importance:

- applicability for professional practice,
- topicality,
- interdependence with the students' experiences and interests,
- ideas of the economy and other extra-educational institutions,
- education towards humanity and tolerance,
- sustainability of measures for the society and
- contribution to the students' education as future employee resp. entrepreneur.

Thorough acquisition within necessary limits and the training of fundamental functions is to be given preference over a superficial multitude.

Rapid changes in the economy, society and culture demand from the teachers to constantly observe the relevant developments of their subjects and to adapt their teaching and the teaching methods used – choice and application are basically left to the teachers provided that the educational objective is achieved – to the current standard of science and practice. Moreover, specific subject-related priorities can be set in co-ordination with the economy, science and extra-educational institutions.

Work in all subjects is to be aimed at the general educational objective of the Secondary Business School. Therefore, a close co-operation between all the teachers – e.g. for the timely provision of basic knowledge, the avoidance of double tracking, the preparation of business projects, the preparation and evaluation of work placements – is appropriate. This necessary co-operation should be secured by pedagogical conferences, the preparation of written plans for the organisation of the subject matter, records about their realisation as well as by other suitable measures.

New teaching methods enable the students to solve problems. Attention has to be paid to a close co-operation among the students and to a punctual fulfilment of tasks.

Co-operative, open learning, for example, can be used due to methodological freedom.

The aims of co-operative, open learning are:

- to educate the students to increasingly use independent and self-reliable working methods,
- to enable the students to work independently and particularly in a team and
- to motivate them through mutual tutoring to act and learn socially and in solidarity.

Co-operative, open learning can be used to

- split tasks within a group,
- solve subject-related and interdisciplinary topics and tasks,
- apply specific, problem-oriented means of teaching (e.g. exercise sheets, case studies, specific practice-examples and units),
- practice, if possible, the use of software-supported devices or modern information- and communication technology.

Regarding an overall education Secondary Business Schools also have tasks that cannot be integrated in just one or a few subjects but have to be dealt with by interdisciplinary education.

Such educational tasks (educational principles) are:

Health promotion, training of reading and speech, media training, political education (including civic and peace education), education towards European thoughts and actions, education towards inter-cultural thoughts and actions, education towards an equal status of men and women, sexual education, environmental education, traffic education, preparation for the working and the professional world as well as economic and consumer education.

By familiarising the students with different religions and values they shall be offered comprehensive tools for personal orientation not only for their private and professional life, but also for the development of the society.

The realisations of these educational principles require an effective co-ordination between the different subjects in everyday school life using all possible lateral connections. Educational principles also have to be paid attention to when special subjects or subject matters are assigned to the same theme.

Particular fields of the subject matter, which are essential for future work in class and for the graduates, have to be particularly practised and specifically revised.

Attention has to be paid to the correct usage of standard language and technical terminology. The linguistic element (correct usage of spoken language and spelling) is inseparable from the technical performance in all subjects.

In all other subjects great importance has to be put on the knowledge and skills acquired in the subjects 'Business Informatics' and 'Information and Office Management'.

If it seems to be pedagogically sensible, dictionaries, other books, legal texts, formularies, electronic media as well as further sources of information common in a real working environment are to be used.

Teaching subject matter and the development of personality are inseparable components of classes. This results in the necessity to make use of each opportunity to reach the educational targets stated in the General Educational Objective in all subjects.

Problem-oriented assignments and action-oriented classes shall lead the students to think in a logical, creative and synergistical way, to work carefully and patiently, independently or in a team as well as to decide and act responsibly. As teaching model the practice firm is the focus of education and offers the possibility for synergies to all other subjects.

Excursions, field trips and other school events as well as the invitation of experts from the business world shall help the students to gain insight into the complex correlation of

economic processes. Visits of cultural events and cultural institutions shall motivate the students to take an interest in culture.

During the holidays the student shall complete a voluntary work placement before their third year at the latest. That way their insights into social and operational-organisational correlations are additionally stipulated and the students learn to understand their personal situation within the professional world. Special emphasis has to be laid on the preparation and evaluation of the voluntary work placement.

Different fields of the subject matter of a subject can also be taught by different teachers according to their qualifications; that does not mean that more than one teacher instructs the class at a time. Some complementary subjects can be offered in the form of integrated classes due to the aspect of concentration.

The fundamental subject matter given for each subject has to be taught without any exceptions. Depending on the level of achievement of the respective class the choice and extent of the additional subject matter is based on the pedagogical responsibility of the individual teacher.

In each subject the students' knowledge in connection with the practice firm, their IT-skills and the interdisciplinary subject matter has to be particularly considered.

In subjects in which the number of lessons can be set autonomously within a certain range by each school the teachers have to stress the subject matter given based on their methodical responsibility and according to the number of lessons agreed on.

In these subjects synergies always have to be stressed between the fundamental subject matter and this knowledge has to be implemented in practice-oriented tasks.

## **IV. SCHOOL AUTONOMOUS CURRICULUM REGULATIONS**

### **General Regulations**

School-autonomous curricular regulations (§ 6 par. 1 of Schulorganisationsgesetz) open up free choice within the list of subjects, the contents of classes regulated in the curriculum (curricula of the specific subjects), the forms of teaching, learning and working as well as the organisation of learning within a given frame. For a sensible use of this free choice the orientation on the specific needs of a region as well as on a specific school location is of major importance. The use of school-autonomous free choice in this sense shall not be exhausted by isolated measures but it shall be oriented at a concept based on the needs of the students, on the needs of the other school partners as well as on the school environment and on the specific school profile for the whole educational period.

This free choice based on school autonomy offers schools the possibility to give a special profile (school profile) to the educational offer of the school as a whole or for single years while maintaining the educational objectives of the Secondary Business School. Such a school profile can be based on the interests and talents of the students, on the specific possibilities regarding space, equipment and the personnel resources of the school location, on the specific conditions of the economic, social and cultural environment etc.. The profile gets its specific feature by a relevant extension addition and completion - with regard to contents - on the basis of the available lessons within the frame of the list of subjects for school-autonomous curricular regulations.

Within the frame of these school-autonomous curriculum regulations a three year educational plan has to be developed that, if necessary, also sets the subject matter for the individual years and that is compulsory for the duration of the training.

To optimise this educational plan the distribution of the number of weekly class periods for compulsory core subjects given in the list of subjects can be made for all the years considering the range per year.

To establish a subject area (12.) not given in the curriculum and seminars for the practice firm (13.) mayor importance has to be put on the classification of the offers content-wise, taking the educational objective of the Secondary Business School under consideration. Each school-autonomous area must have an economic focus.

School-autonomous seminars newly established for the practice firm have to complement the chosen or autonomously established subject area (subject group 12) and have to be connected with the practice firm content-wise.

Furthermore, non-compulsory subjects and non-obligatory practice, additional remedial instructions as well as a different number of class periods for subjects provided in the curriculum in the autonomous area (within the given range) and school-autonomous seminars for the practice firm can be established by school-autonomous curricular regulations. For non-compulsory subjects and non-obligatory practice not stated in the curriculum additional curriculum regulations (educational and teaching tasks and subject matter) have to be issued.

The number of class periods given in the list of subjects can partly or completely be fulfilled in form of block instructions and instructions in study groups differentiated by the individual abilities of the students if it seems pedagogically appropriate.

School-autonomous curriculum regulations have to consider the frame of the teachers' weekly class periods provided and the space and the equipment of the specific school location.

### **Specific Regulations**

In the core subjects (2.-11.) and in the subject area (14.-16.) – except Religious Instruction - variations can be made from the list of subjects by school-autonomous curriculum regulations taking the following regulations under consideration:

- The number of class periods for core subjects given in the curriculum can be reduced by up to fifteen weekly class periods considering the frame of class periods for the individual year to increase the number of class periods – to the same extent - of other core subjects given in the curriculum.
- The reductions are subject to the restriction that core subjects with a total number of up to four weekly class periods may only be reduced by one weekly class period and core subjects with more than four weekly class periods by two weekly class periods at the most.
- For core subjects with a varied number of class periods adapted educational and teaching tasks and subject matter can be set.

In the subject area (school-autonomous area 12.) the weekly class periods have to be distributed school-autonomously to the (second and third) years according to the frame given in the list of subjects. If the total number of class periods of eight weekly class periods is not reached additional school-autonomous seminars for the practice firm (13.) have to be set up to the required extent.

## V. CURRICULA FOR RELIGIOUS INSTRUCTION

(Notification under § 2 par. 2 of the Religious Instruction Law)

1. Catholic Religious Instruction

See BGBl. Nr. 157/1987.

2. Evangelical Religious Instruction

See BGBl. Nr. 515/1991.

3. Old Catholic Religious Instruction

See BGBl. Nr. 279/1965.

4. Islamic Religious Instruction

See BGBl. Nr. 421/1983.

5. Israelite Religious Instruction

The notification BGBl. Nr. 88/1985 is to be used correspondingly to its wording valid at a time.

6. New Apostolic Religious Instruction

See BGBl. Nr. 269/1986.

7. Religious Instruction of the Church Jesus Christ of the Latter Saints

See BGBl. Nr. 239/1988

8. Syrian Orthodox Religious Instruction

See BGBl. Nr. 467/1988

9. Greek Orthodox Religious Instruction

See BGBl. Nr. 441/1991

10. Buddhist Religious Instruction

See BGBl. Nr. 255/1992

## VI. EDUCATIONAL AND TEACHING TASKS OF THE SINGLE SUBJECTS, DIVISION OF THE SUBJECT MATTER FOR THE SINGLE YEARS

### A. COMPULSORY SUBJECTS

#### 2. GERMAN

##### Educational and Teaching Tasks:

The students shall

- acquire the language competence necessary for their job and for their personal development; especially they shall be able to use different forms of communication in a situational, purposeful and fluent way and deal with them independently and critically,
- understand media as institutions and as an economic factor, as sources for education, entertainment and information as well as be capable of dealing with media in a purposeful, critical and contributory way within their personal

environment.

- develop cultural consciousness,
- be able to write and speak standard language correctly,
- be able to collect, implement, document and present information and reflect about it and
- be made familiar with independent learning by using new technologies.

### **Subject Matter:**

First Year:

### **Basic Subject Matter:**

Oral Communication:

Speaking in standard language, changing register, summarising, speeches, refining the technique of reading aloud and of providing contents.

Normative Grammaticalness:

Linguistic Structures (parts of speech, constituents of sentences, types of clauses):

Practical usage; individual, computer-aided consolidation; basics for English; practice-oriented use of style, spelling, and punctuation rules, computer-aided if possible; spelling and explanation of foreign words. Use of 'Österreichisches Wörterbuch' and other reference books.

Written Communication:

Summarising, describing, creative writing, curriculum vitae, application.

Working Techniques:

Improving the technique of silent, comprehending reading. Gathering, implementing, structuring and passing information on. Using libraries and the Internet. Learning techniques.

Culture and Society:

Terms (culture, society), cultural awareness.

Media:

Mass media.

### **Extension Area:**

Presentations; reports; narrations; reflections about texts; deepening exposure to culture. Correcting and editing of students' own and unknown texts.

### **IT-Reference:**

Gathering and checking information from the Internet.

### **Connection to Practice Firm:**

Working techniques. Standard language (written and oral). Personal and business correspondence. Presentations. Language register. Speeches. Structured summaries.

**Interdisciplinary Subject Matter:**

Written and spoken standard language in all subjects; working techniques in all subjects. 'English including Business English'. Grammatical emphases. 'personal development and social competence': self-confidence through language competence; overcoming communication barriers; education concerning the ability to communicate and to have a tolerant attitude.

Tests:

2 one-hour tests.

Second Year:

**Basic Subject Matter:**

Oral Communication:

Basics of rhetoric (conversation technique, structured speeches, statements, discussion).

Normative Grammaticalness:

Individual consolidation of knowledge in grammar, expression, spelling and punctuation, enlarging and strengthening of topic-related vocabulary.

Written Communication:

Computer-aided writing of business-related texts (minutes, business correspondence), summarising and structuring, stating opinions, free designing.

Working Techniques:

Presentation techniques, question techniques, collecting, processing, storing and structuring information.

Culture and Society:

Topic-oriented reflection of literary texts.

Media:

Importance of advertising and information within society; noticing possible manipulation.

**Extension Area:**

Verbalising of graphics and charts; stressing social-cultural contexts based on literary texts; reflection of texts; dealing with youth culture; spelling and explanation of foreign words; using spell checkers; correcting and editing of own and unknown texts.

**IT-Reference:**

Collecting, evaluation and passing on information through the Internet; advertising on the Internet; e-commerce; e-mail.

**Connection to Practice Firm:**

Presenting, structuring, basic rhetoric, stating opinions.

**Interdisciplinary Subject Matter:**

Standard language (written and oral) and working techniques in all subjects. Subject-related vocabulary; verbalising graphs; summarising, analysing and structuring texts, formulating presentation materials. 'Business Administration including Fundamentals of Political Economics': behaviour of consumers in connection with e-commerce. 'Contemporary History, Political Education and Law': analysing newspapers, literary texts in connection with contemporary history.

Tests:

2 one-hour tests.

Third Year:

**Basic Subject Matter:**

Oral Communication:

Rhetoric, question technique, interview.

Normative Grammaticalness:

Consolidation of knowledge in grammar, expression, spelling and punctuation, enlarging the vocabulary including language for business purposes.

Written Communication:

Stating opinions, appealing, judging and ranking, documenting, creative writing.

Working Techniques:

Purposeful collection and evaluation of information.

Culture and Society:

Describing, commenting and interpreting literary texts.

Media:

Reflection of current affairs in mass media; education and entertainment by mass media.

**Extension Area:**

Job-related conversations with colleagues, superiors and customers. foreign words from cultural and socio-political fields. reflection of texts. Journalistic texts. Basics of quoting. Correction and editing of own and unknown texts (e.g. project work). Individual training of grammaticalness (oral and written). Purposeful use of computer-aided spell checkers. Practice-oriented forms of communication.

**IT-Reference:**

Using the Internet in all relevant fields.

**Connection to Practice Firm:**

Office communication. correcting and editing. sales talk. Negotiations (role play).

**Interdisciplinary Subject Matter:**

Standard language in all subjects (written and oral). subject-related vocabulary, foreign words. 'Business Communication and Practice Firm': conversations with customers, telephoning, product presentation and sales talk. 'Information and Office Management': autocorrecting and spell checkers. 'Contemporary History, Political Education and Law': 'Contemporary History, Political Education and Law': analysing newspapers. 'English including Business English': using English texts as basis for summaries.

**Tests:**

2 two-hour tests.

### **3. ENGLISH INCLUDING BUSINESS ENGLISH**

**Educational and Teaching Tasks:**

The students shall

- see the acquisition of a foreign language as a personal enrichment and as a possibility to understand different ways of thinking, notice the differences and similarities between cultures and develop an open-minded and tolerant attitude in life.
- see the foreign language in its main features as a system, parallel to their mother tongue and in connection to other subjects and develop general strategies of language acquisition as well as lateral thinking,
- develop strategies that enable them to enlarge their knowledge of foreign languages after having graduated,
- have general and job related competence in the foreign language and in the subject matter at their disposal to enable them to manage routine tasks in their business life successfully,
- be able to see and rate the essential aspects of a situation or a task and transfer the contents adequately between languages,
- be able to understand, digest and use information from private, public or professional fields that they hear or read in the target language,
- be able to adequately present facts they have been searching for using all available means of information and communication technology,
- know about external language qualifications in connection with their personal career planning and be able to see the importance of these qualifications for their personal and professional development.

The students shall

- reach at least the level B1 of independent users according to the guidelines set in the European Framework of References<sup>1</sup>.

---

<sup>1</sup> See: European Framework for Languages, chapter3, common level of Reference, global scale, European Council, Strasbourg 2001, ISBN 3-468-49469-6.

This means that the students are able to at least

- understand the most important points when standard language is used and when familiar subjects like work, school, free time etc. are covered;
- manage most of the situations one is faced with when travelling;
- speak about familiar topics and personal interests and in a simple, but coherent way,
- report about experiences and events, describe dreams and hopes and give reasons and explanations for plans and intentions.

### **Subject Matter:**

First Year:

### **Basic Subject Matter:**

Topics for Communication:

Situations of everyday life and the students' personal environment (e.g. the students themselves, body, family, food, clothing, house, buying things, money, school, work, leisure, holiday, time, weather).

Normative Grammaticalness:

Listening comprehension – teaching instructions, simple standardised dialogues taken from everyday life. Speaking ability – simple and guided standardised dialogues, interviews, telephone conversations and role plays, simple and short presentations. Reading comprehension – instructions and explanations of tasks, short texts (fiction) and authentic texts taken from everyday life (e.g. newspapers, timetables, brochures). Writing – sentences and texts, simple and guided reports; written answers to questions; creative writing (e.g. stories, dialogues; private letters; notes).

Language Structures:

Basic structures relevant for communication (e.g. word order, question and negation, most important verb forms)

Language Acquisition:

Practical use of vocabulary learning strategies, partner and group work, reading techniques (e.g. reading for gist), heuristic learning (learning by doing – task-oriented learning); guidance toward self access and open as well as independent learning (= learner independence).

### **Extension Area:**

Tasks with different levels of difficulty and extent, adequately focussed on the language competence of students with mixed abilities (= mixed ability groups).

### **IT-Reference:**

Design of texts and presentations using the computer, Internet research, web quests, use of learner-centred software.

### **Connection to Practice Firm:**

Short presentations, letters, notes, telephone conversations.

**Interdisciplinary Subject Matter:**

“Geography (Economic Geography)”: country specific (intercultural and geographic) information; “German”: presentation and communication; basic grammar knowledge.

Tests:

2 one-hour tests

Second Year:

**Basic Subject Matter:**

Topics for Communication:

Situations from an extended environment of the students; job-relevant topics (e.g. office management, telecommunication, banking, sales, tourism); intercultural relations; current topics.

Normative Grammaticalness:

Listening comprehension – reports, dialogues and telephone conversations taken from everyday and business life. Speaking ability – business-related standardised dialogues, interviews. Telephone conversations and role plays; simple presentations. Reading comprehension – short, business relevant topics, texts about current topics and simple literary texts. Writing – simple and guided reports; written answers to questions; creative writing: guided summaries; business correspondence.

Language Structures:

Basic structures relevant for communication (reinforcement and extension). Business communication; written communication. Basic structures of business letters. Standard business correspondence (e.g. inquiry and offer, order and confirmation of order). Faxes, e-mails, (form, lay-out, style).

Oral Communication:

Basic structures for telephone conversations and customer service and their use (e.g. inquiry and offer, order and confirmation of order).

Language Acquisition:

Language acquisition techniques, reinforcement and extension, independent information research; brainstorming and mind mapping; listening comprehension techniques (e.g. listening for gist); writing techniques (e.g. reports and summaries).

**Extension Area:**

Tasks with different levels of difficulty and extent adequately focussed on the students' language competence.

**IT-Reference:**

Writing and lay outing texts and presentations using the computer; Internet research,

web quests, writing and formatting of business correspondence using the computer; use of learner-centred software.

**Connection to Practice Firm:**

Presentations, business letters, faxes, e-mails, telephone conversations, conversations with customers.

**Interdisciplinary Subject Matter:**

“Business Communication and Practice Firm”: setting up an English ‘mini’ practice firm. “Information and Office Management”: design of written documents.

Tests:

2 one-hour tests.

Third Year:

**Basic Subject Matter:**

Topics for Communication:

Economy (e.g. company profile, commerce and transport), society, current topics, intercultural relations (e.g. Austria and its partners).

Normative Grammaticalness:

Reinforcement of listening and reading comprehension, oral and written language competence.

Business Communication:

Use of correct forms, structures, adequate lay-out and style of business letters, faxes and e-mails in the field of business correspondence (e.g. job applications, complaints, business travel arrangements, customer service) in written and oral communication.

Language Acquisition:

Reinforcement and extension of the language acquisition techniques used so far.

**Extension Area:**

Practice firm work.

**IT-Reference:**

Design and lay-out of texts and presentations using the computer; internet research, web quests; writing and formatting business correspondence using the computer; use of learner-centred software.

**Connection to Practice Firm:**

Presentations, business letters, faxes, e-mails, telephone conversations, conversations with customers; contact to practice firms from English speaking countries.

**Interdisciplinary Subject Matter:**

“Contemporary History, Political Education and Law”: intercultural topics. “Information and Office Management”: design of written documents. “Business Communication and Practice Firm”: sales talk.

Tests:

2 one-hour tests (if necessary, one two-hour test).

**4. CONTEMPORARY HISTORY, POLITICAL EDUCATION AND LAW****Educational and Teaching Tasks:**

This subject basically focuses on the democratic values and the indispensability of human rights with the aim to enable students to act responsibly when dealing with political issues.

The students shall

- have insight into political matters and be able to participate in political and social events,
- know about the most important global developments in political, social and legal matters,
- be able to understand and evaluate political, social and economic connections based on their knowledge about the historical development of the Second Republic,
- take an interest in public affairs and be able to cope with changing living conditions,
- be able to see clashes of interests and realise manipulation attempts,
- develop readiness for an unbiased openness towards the unknown,
- support work for peace and the human rights,
- know about and use the possibilities, but also be aware of the duties within a United Europe,
- be able to apply their legal knowledge acquired in their professional and private environment,
- be able to explore new legal matters independently,
- be able to successfully communicate with advice centres and the public administration and
- be able to exercise personal rights in a self-confident and responsible way.

**Subject Matter:**

Second Year:

**Basic Subject Matter:**

A Changing World:

Democratic, totalitarian and anti-democratic systems in the 20<sup>th</sup> century, strive for a realisation of the human rights, emancipation, an open society, democratic decision-making processes,

Establishing references to democratic procedures at school (e.g. students' representatives, school community committee).

Time between the Wars:

First Republic, Europe between the wars. National Socialism. World War II:

New World Order:

The United Nations, east-west conflict, the super powers, political blocks, de-colonialisation, European integration (e.g. EU, OSCE, European Council), overall view of the recent African, Asian, American and Australian history.

Austria:

History of the Second Republic, changes in political systems, political participation, Austria's confrontation with its history, possibilities and duties in the community of peoples and states.

Global development and Tendencies:

Globalisation, securing world peace, migration, minorities, international conferences and treaties.

The Role of the Media in Politics:

Social importance of art and culture, work and free time.

### **Extension Area:**

Current developments in politics and contemporary history in Austria, Europe and the world. Economic history.

### **IT-Reference:**

Searching and structuring information.

### **Connection to Practice Firm:**

Company history, history of the working world.

### **Interdisciplinary Subject Matter:**

"Geography (Economic Geography)": economic areas and economic systems. De- and neo-colonialisation. Austria's position in Europe, the European Union, the states of Europe, transport and transfer of goods, "Religious Instructions": world religions, fundamentalism. "German": the media, analysis of subject-related texts.

Third Year:

### **Basic Subject Matter:**

Humans and the Legal System:

Access to law, recourse to the courts, the court system and the structure of public administration, access to organisation of public interest.

The State and Europe:

Elements of states, state and governmental structures; confederation of states (especially the European integration), fundamentals of European law.

**Structure of the Constitution and Constitutional Law:**

Principles of the constitution, aims of the state, basic information about legislation and execution; federal state, provinces, municipalities, human and civil rights.

**Political Opinions:**

Political parties, forming opinions, social partnership in Austria. Basic information about the Austrian and the European right to vote.

**Civil Law:**

Fundamentals of civil law, specific parts like the law of obligations, compensation, consumer protection law and regulations dealing with insolvency, always dealt with from the point of employers and employees.

**Economic Law:**

Trade law, data protection law, laws dealing with intangible goods seen from an Austrian and a European point of view, law of electronic business (e.g. laws and regulations for signatures, regulations and laws for e-commerce, legal questions for electronic payment, domain regulations, sales laws). Criminal law and economic criminality.

**Labour and Social Law:**

Employment contract (e.g. collective labour agreement law), rights and duties based on an employment contract, always dealt with from the point of employers and employees; employee protection; work regulation law; economic and legal interest groups.

Fundamentals of Social Law.

**Extension Area:**

Control, power, rule, legitimating. Individuals and society. Population and migration, integration. Asylum law. Course of court and administration procedures based on selected examples.

**IT-Reference:**

Searching and structuring information (web quest in the Internet). Knowledge of legal information systems, companies' registers, land register, trade register; homepages of public administration and public bodies, lawyers and solicitors, pressure groups; downloading application forms; petitions; handing statements and requests in to public administration and public bodies.

**Connection to Practice Firm:**

Licence for working plants, business start-up, provision of forms, applications, extracts of companies' registers; land register records; rights under a contract. Trade law and trade law procedures; electronic signature, e-commerce, electronic money transfer. Rights due to an employment contract.

**Interdisciplinary Subject Matter:**

„Business Administration incl. Fundamentals in Political Economics“: company

structures, business start-up, commercial law, insurance law, industrial regulations, rights under a contract (e.g. sale contract, arrears, warranty, compensation for damage, consumer protection, product liability), community Law on competition and intangible assets “Business Informatics’: data protection. “Religious Instructions’’: civil courage, power structures within a society, standing of the family, roles within a family. Society and profession: moral and ethical values.

## **5. GEOGRAPHY (ECONOMIC GEOGRAPHY)**

### **Educational and Teaching Tasks:**

Based on the students’ geographical knowledge, insights and skills acquired from their 5<sup>th</sup> to 8<sup>th</sup> year they shall:

- be able to orientate themselves in Austria, Europe and the globe in space and in time,
- have sufficient topographical basics, develop them and be able to apply them on situations relevant in life,
- learn to use traditional and new (digital) geographical working techniques,
- be able to explain functional relations of space, people and society,
- know about global natural and human resources and be able to describe their synergisms in economic and geographical systems,
- learn to understand and describe geographical population related processes in industrialised as well as threshold and developing countries,
- acquire knowledge about the fundamentals of spatial structures and regional planning for regional planning decisions,
- see the global economic context especially stressing the European Union and its dynamic development from an economic-geographical and geographical point of view and
- be able to link their geographical basic knowledge with other subjects.

### **Subject Matter:**

First Year:

#### **Basic Subject Matter:**

Global orientation in space and time, topographical fundamentals (e.g. foundation of states, fusion of states). Geographical working techniques (confidence in using maps and digital support).

#### **Geographical Effects and Economic Structures:**

Interaction between geo-systems and people involved in them.

#### **World Population:**

Demographic and socio-economic structures and processes, causes and consequences. Global migration, causes and aims.

#### **The Globalised World:**

Globalisation as part of our daily life, different socio-economic aspects of globalisation, globalisation and developing countries; centre-periphery-structures; causes for underdevelopment, social and economic problems; dynamics of threshold countries; forms of

co-operations with developing countries and aid policies; availability and safeguard of resources; tourism in developing countries.

**Extension Area:**

Eco-geographical insights in developing and threshold countries; selected examples.

**IT-Reference:**

Use of the Internet; geographical information systems (GIS).

**Connection to Practice Firm:**

Geography focussing on traffic and logistics in connection with topographical basics and geographical working techniques; country profile analyses of potential trading partners; industrial location factors for business start-ups.

**Interdisciplinary Subject Matter:**

“Personality Development and Social Competence”: globalisation as part of daily life, development of tolerance, reduction of prejudices, understanding for other cultures and a positive attitude towards them.

Second Year:

**Basic Subject Matter:**

Industrialised and Service Countries:

Environmental, economic-geographical and geo-political survey; fundamentals of industrialisation; changes in economic sectors of industrialised and service societies putting special attention to free time oriented society.

Australia, Oceania, Japan, Anglo-America, Europe and Russia (as well as states of the former Soviet Union), geo-political and geographical overall view.

A Changing Europe:

Structure and fundamentals of the European economy; eco-political and geo-political integration putting special attention to the European Union and its enlargement tendencies.

Austria:

Topographic and special fundamentals; population structure and development; rural and urban living space and its correlations; special structures and regional planning; structure and development of economic sectors; quality and deficits of Austria as an economic location; Austrian integration in Europe and the world.

**Extension Area:**

Centres of World Economy:

Fundamentals of dynamics; controlling headquarters and peripheries; dialectics between globalisation and regionalisation; economic and political unions and interlocking; development strategies and international co-operation.

**IT-Reference:**

Geographical information systems; web quests and search for information.

**Connection to Practice Firm:**

Reinforcement of geographical facts focussing on traffic and logistics in connection with topographical basics and geographical working techniques; country profile analyses of potential trading partners; industrial location factors for business start-ups.

**Interdisciplinary Subject Matter:**

“Contemporary History, Political Education and Law”: historic economic areas and their changes. “Biology, Ecology and Merchandise Technology”: natural and human factors.

## **6. BIOLOGY, ECOLOGY AND MERCHANDISE TECHNOLOGY**

**Educational and Teaching Tasks:**

The students shall

- see the connections between life, the environment and goods,
- register the connections between human actions and the quality of the environment,
- orientate their way of living on the preservation of health and fitness as well as on the responsibility towards themselves and their environment,
- be able to judge and describe the quality, value and usability of goods,
- be able to rate the contribution of the economy to the preservation of the environment and develop a readiness to put operational environmental protection into action and
- see lasting effects as a major principle of future-oriented trading and be able to put these strategies into action by being more aware of their own consumption:

**Subject Matter:**

First Year:

**Basic Subject Matter:**

Connection between biology, ecology and merchandise technology. Structure of the human organs. Learning strategies.

Motions, Sports:

Skeleton, muscles, use of energy, isotonic drinks; sports articles.

Working World:

Sense organs and their protection; ergonomics; coping with stress.

Hygiene:

Skin, skin care, cosmetics, sexual hygiene, family planning.

Luxury Goods:

Luxury Goods containing alcohol and alkaloids; energy drinks, drugs, reaction

to addictions.

Ecology:

Protection of nature and environment, human ecology, office materials: paper, stationary and print materials.

**Extension Area:**

Health Science:

Immune system, infectious diseases, vaccinations.

Household Articles:

Glass and ceramics.

**IT-Reference:**

Using the information based on different offers for available goods provided by companies on the Internet. Using health-related data of respective websites. Using learner-centred software.

**Connection to Practice Firm:**

Dependent on the location and the kind of the respective practice firm (line of business); basic information about the goods offered.

**Interdisciplinary Subject Matter:**

“Geography (Economic Geography)”: origin of goods.

Second Year:

**Basic Subject Matter:**

Ecology:

Interaction between soil, water and air.

Nutrition:

Digestion system, health-conscious nutrition.

Agricultural Production:

Conventional and ecological agriculture. Grain production, fruit and vegetables, meat and poultry, dairy products.

Food Industry:

Grease; non-alcoholic drinks; convenience products, novel-food, bio-technical products, food additives.

Clothing:

Characteristics, use.

Waste Management:

Packing materials (waste disposal and recycling).

**Extension Area:**

Nutrition:

Sweets, fish, eggs, spices, diet food, trends in nutrition, fun food.

**IT-Reference:**

Using different information based on offers for available goods provided by companies on the Internet. Using the Internet for searching information about the environmental qualities according to approved data. Using data from the Internet.

**Connection to Practice Firm:**

Dependent on the location and the kind of the respective practice firm (line of business); basic information about the goods offered.

**Interdisciplinary Subject Matter:**

“Business Communication and Practice Firm”: goods and services of practice firms.  
 ”Geography (Economic Geography)”: agriculture, origin of goods.

Third Year:

**Basic Subject Matter:**

Consumer Information:

Life style, satisfaction of demand by e-commerce, effects of material and immaterial consumption, consumer protection.

Building Industry:

Ecology of living, building biology, inorganic and organic building materials.

Energy Industry:

Structure of energy market; crude oil products, renewable sources of energy, environmental effects of energy use.

Communication and Entertainment Media:

Best functional use in business and every day life, interpretation of manuals.

Environmental Management:

Ecological procurement, operational environmental protection. Precious metals and jewellery.

**Extension Area:**

Metallic working materials. Coal, atomic energy.

**IT-Reference:**

Using different offers for available goods provided by companies on the Internet. Using data and information on consumer protection organisations, the energy industry as well as individual lines of business from the Internet. Learner-centred software.

**Connection to Practice Firm:**

Dependent on the location and the kind of the respective practice firm (line of business); basic information about the goods offered.

**Interdisciplinary Subject Matter:**

“Business Communication and Practice Firm”: goods and services of practice firms.

## **7. BUSINESS ADMINISTRATION INCLUDING FUNDAMENTALS IN POLITICAL ECONOMICS**

**Educational and Teaching Tasks:**

The students shall

- know the structure of a company, the factors and fields of performance as well as the relations of the company to the world outside taking the legal and social environment into consideration,
- know the legal basics of how a sales contract is concluded, the legal rights and duties connected with it and be able to find fault with breaches of contracts,
- be able to carry out tasks in connection with sales contracts using current communication media,
- be able to see and evaluate managerial and macro-economic contexts,
- be able to realise and take the role of an entrepreneur as well as a consumer in economy and society,
- be able to judge entrepreneurial activities as process of the co-operation between employer and employee,
- realise the factors and fields of performance of individual lines of businesses and enterprises as well as their net products,
- understand competition and market mechanisms and
- shall be able to evaluate macro-economic points of view and processes in Austria, the EU and the world.

**Subject Matter:**

First Year:

Basics in Business Administration:

Enterprise and its environment; survey of the factors and fields of performance in connection to “Accounting” (e.g. balance sheet).

Sales contract under consideration of adequate communication techniques (computer-aided) and in connection to “Accounting”.

Legal bases, content, initiation and completion of a sales contract. Regular

implementation of a sales contract (delivery, acceptance, payment). Implementation not in accordance with the contract (defects in delivery, delay in delivery, delay in payment).

Trader; enterprise; company register; legal forms (always in connection to “Accounting”)

Easy case studies.

**Extension Area:**

Consumer protection. Private bankruptcy.

**IT-Reference:**

Data acquisition and data processing.

**Connection to Practice Firm:**

All the content forms the basis for the work in the practice firm.

**Interdisciplinary Subject Matter:**

“Accounting”.

Tests:

2 one-hour tests

Second Year:

**Basic Subject Matter:**

The Individual within the Economy:

Employer, employee and consumer; work as net producing factor: labour market policy. Employee in an enterprise in connection to “Personnel setting-off in Accounting”.

Application, selecting and recruiting staff; position and payment of employees, termination of the employment contract; staff management.

Materials management and procurement marketing including the calculation and interpretation of code numbers.

Trade and service enterprises (in connection with “Setting of Accounts and Entries in Accounting”).

Procurement, warehousing, sales.

Marketing:

Market orientation; marketing and marketing-political instruments. Commercial agent. E-business. Ethics in marketing.

The Economic, Legal and Social Environment of Enterprises:

Economic cycle; contribution to the national product; inflation, economic situation and economic growth. Macro-economics, labour market policy. Basic considerations for business start-ups.

Interlocking micro- and macro-economics.

International Economy:

Macro-economic importance of foreign trade; balance of goods and services, balance of trade; globalisation of the economy.

Special features of conclusion and fulfilment of sales contracts in foreign trade.

Managerial Case Studies.

**Extension Area:**

Foreign trade (basics of payment of duty). Economic systems.

**IT-Reference:**

Internet access to various websites e.g. the service for business start-ups of the different Chambers (e.g. Commerce, Labour etc.).

**Connection to Practice Firm:**

Selection and recruiting of employees. Including current economic events in the practice firm work.

**Interdisciplinary Subject Matter:**

“Contemporary History, Political Education and Law”: economic crises.

Tests:

2 one-hour tests

Third Year:

**Basic Subject Matter:**

Production of Goods in connection with “Cost Accounting in Accounting”:

Usage and combination of production factors. Special features of production and the sale of produced goods based on the example of a selected production company. Kinds of production.

Money and Macro-Economics:

Purchasing power and value of money; main features of currency standards.

Investment and Financing:

Financing possibilities. Financial services. Banks. Interest seen from a managerial

and macro-economical point of view. Basics of risk management. Insurances. Interactions and results of managerial and macro-economic measures on companies and on their business environment.

Managerial case studies.

**Extension Area:**

Basic considerations concerning capital rescue operations, liquidation and handover of enterprises. Securities and the capital market. Investment decisions. Financing decisions. Considerations on economic policies.

**IT-Reference:**

Use of websites, e.g. of tourist organisations and businesses, of public administration (e.g. tax office, local governments, ministries), of interest groups and economic research institutes, use of current software.

**Connection to Practice Firm:**

Business start-up, handover and business organisation. Practical use of knowledge acquired in the practice firm work. Considerations of current economic events in practice firm work.

**Interdisciplinary Subject Matter:**

“Contemporary History, Political Education and Law”: school legislation, damages, insolvency regulations, data protection, intangible goods legislation. “Accounting”: cost accounting, staff accounting, calculation of interest. “Business Communication and Practice Firm”: business communication, business correspondence.

2 one-hour tests (two hours if necessary).

## **8. ACCOUNTING**

**Educational and Teaching Tasks:**

The students shall

- have the arithmetical requirements to solve managerial tasks and be able to use them,
- be able to carry out all tasks connected to receipts and post using computer-aided double-entry bookkeeping,
- understand accounting as part of the business and be able to connect facts,
- acquire knowledge in the legal basics of accounting and see the consequences of mistakes.
- post current business transactions and be able to solve tax problems connected,
- be able to carry out simple tasks connected to accounts,
- allocate receipts suitably adapted for data processing and be able to collect these data safely and quickly,
- be able to read and control computer printouts,
- be able to understand the basics of cost accounting and to work out the figures,
- be able to carry out simple business cases using sometimes computer-aided receipts and expenditure calculations,
- acquire the necessary knowledge connected to income tax for their future jobs and shall be able to fill in the most common tax forms.

**Subject Matter:**

First Year:

**Basic Subject Matter:**

Basics of calculations; calculating using calculators, arithmetical skills and understanding of figures (estimation of results).

Accounting as basis for business management.

System of Double-entry Bookkeeping:

Terms and characteristics; balance as starting point for double-entry bookkeeping; systematics of entering an item in the ledger including opening and closing entries connected to business and the business environment. Accounting system (ÖPWZ) and draft of accounts. Receipt system, receipt organisation connected to sales contracts.

Closing calculations, percentage calculations out of, to and in hundred.

Turnover Tax:

Turnover tax for purchasing and sales; formal regulations; settlement with the tax office, posting.

Posting of current business transactions in the ledger (registration of merchandise purchases and sales; delivery costs and forwarding expenses; returns; price reductions; settled account, payment by credit and cash cards. Discount; taxes; wages and salaries also computer-aided and connected to sales contracts.

Percentages calculations out of hundred.

Books of Double-entry Bookkeeping:

Survey; Subsidiary ledgers (cash book in particular).

Organisation of Bookkeeping:

Legal basics, bookkeeping systems, procedures of double-entry bookkeeping (IT-bookkeeping in particular).

Simple business case studies.

**Extension Area:**

Percentage calculations to and in hundred. Business within the Single Market.

**IT-Reference:**

Closing calculations, percentage calculations, calculation of interest. Posting of current business cases in the general ledger. Modern communication techniques connected to the subject matter sales contracts. Computer-aided tasks.

**Connection to Practice Firm:**

All the accounting topics form the basis of the work in the practice firm.

**Interdisciplinary Subject Matter:**

“Business Administration including Fundamentals of Political Economics”: general business knowledge,

4 one-hour tests.

Second Year:

**Basic Subject Matter:**

Connected Business Cases:

Posting simple business cases of one month manually or computer-aided based on loose receipts. Sums and balances balance sheet.

Opening, running posting, invoicing and administration of unpaid items. Master data maintenance and regular data backup using a software package generally applied in the business world.

Balance of Sole Traders (basics):

Stocktaking and inventory as basis of balancing. Stock valuation. Fixed assets valuation, invoicing, provision, claims assessment, profit evaluation, balance including equated profits and loss account.

Staff Accounting connected to “Employees in a Company in Business Administration”:

Accounts of running and other earnings; settling accounts with health insurance, tax office and local authorities (including data transfer); posting of payroll accounts and other legally necessary records. Computer-aided settlement of current and other earnings. Evaluation, master data maintenance and regular data backup using a software package generally applied in the business world.

Settlement and Posting of Travel Expenses.

Managerial case studies.

**Extension Area:**

In depth closing calculations. Particular cases of staff accounting (e.g. compensations). Foreign currency and foreign exchange calculations.

**IT-Reference:**

Computer-aided tasks referring to the subject matter.

**Connection to Practice Firm:**

All the accounting topics form the basis of the work in the practice firm.

**Interdisciplinary Subject Matter:**

“Business Administration including Fundamentals of Political Economics”: “Business Informatics”: Operating system, simple use of spreadsheet programmes. “Information and

Office Management”: ÖNORM based documents using suitable software packages. Sales contracts under consideration of current communication techniques.

Tests:

3 one-hour tests.

Third Year:

**Basic Subject Matter:**

Cost accounting (manually und with spreadsheet programmes) connected to industry, commerce and other service companies taught in the subject “Business Administration including Fundamentals of Political Economics”.

Finding the cost price, cost centre calculations for figuring out the amount of overhead cost rates. Calculation of retail prices. Simple calculation of funds.

Receipts and Expenditure Calculations.

Legal regulations, on-going records, success evaluation, records of current business transactions using receipts and expenditure calculations, based on collected receipts using adequate software applied in the business environment, master data maintenance and regular data backup; necessary evaluation (e.g. sales tax pre-registration, success evaluation).

Structures of taxes, basics of taxes necessary for future jobs and of allowance legislation.

Communication with tax offices (most common forms, application for tax relief, repayment applications, appeals).

Posting of business transactions including fixed assets bookkeeping connected to sales contracts based on collected receipts using adequate software applied in the business environment, annual accounts and evaluation, master data maintenance and data backup.

Managerial case studies.

**IT-Reference:**

Computer-aided tasks referring to the subject matter.

**Connection to Practice Firm:**

All the accounting topics form the basis for the work in the practice firm.

**Interdisciplinary Subject Matter:**

“Business Administration including Fundamentals of Political Economics”: “Business Informatics”: Use of spreadsheet programmes, standard software. “Office Management”: Calculations and receipts-Expenditure-calculations.

Tests:

3 one-hour tests (two-hours if necessary)

## **9. BUSINESS INFORMATICS**

### **Educational and Teaching Tasks:**

The students shall

- know the fundamentals of hard- and software,
- be able to change the user-interface sensibly and carry out activities within the operating system,
- apply standard software in the fields of presentation, spreadsheet and database meaningfully,
- be able to solve economic tasks independently with the help of conventional software packages and to design and print out the results in the best possible way,
- be able to gather and work with information from the Internet,
- be able to apply data-back-up and data protection actively,
- be able to acquire and install software considering all the relevant legal regulations on modern networks and to know and observe the regulations of the data-protection-act.

### **Subject Matter:**

First Year:

#### **Basic Subject Matter:**

Basics of hard- and software and practical handling of equipment.

User-interface and operating system.

Kinds and administration of data.

Basics of a data-filing system and structured data-filing.

Acquiring information on the Internet and the Intranet.

Basics of presentation software and managerial applications.

Basics of spreadsheet and business management applications.

Data-back-up.

Ergonomics.

#### **Extension Area:**

Installation of software.

#### **IT-Reference:**

Use of learner software.

#### **Connection to Practice Firm:**

Subject matter is the basis for work in the practice firm.

#### **Interdisciplinary Subject Matter:**

“Accounting”: Calculations. “Business Administration incl. Fundamentals in Political Economics”: Presentations. “Personality Development and Social Competence”: Work attitude, education towards being punctual, keeping appointments. “Information- and Office Management”: Filing systems.

Tests:

1 one-hour test (two hours if necessary).

**Subject Matter:**

Second Year:

**Basic Subject Matter:**

Installation of software, copyright regulations

Creating material for multi-media presentations also for complex economics tasks.

Internet:

Focused search in the net, downloading of data from the Internet.

Data-protection, data-safety, virus protection.

Spreadsheet and Graphs:

Functions, working methods, economic applications, lay-out, print.

**Extension Area:**

Up-to-date applications software. Applied use of IT-knowledge and its up-date.

**IT-Reference:**

Use of learner-software.

**Connection to Practice Firm:**

Usage of standard software in all areas when working in the practice firm.

**Interdisciplinary Subject Matter:**

“Geography (Economic Geography)”: Geographical Information Systems (GIS). “Business Communication and Practice Firm”: Presentations. “Business Administration including Political Economics”: Tasks. “Accounting”: Application of a spreadsheet programme. “Information and Office Management”: Tasks. “Business Communication and Practice Firm”: Presentations.

Tests:

2 one-hour tests (two hours if necessary)

Third Year:

**Basic Subject Matter:**

Reinforcement of spreadsheet and graphics (functions, working methods, managerial applications, lay-out, print).

Data Base:

Hierarchy of data; simple basics of data-modelling, functions, work methods, economic applications, lay-out, print.

Use of standard software for solutions of economic tasks.

**Extension Area:**

Addition and use in managerial case studies.

**IT-Reference:**

Use of learner-software.

**Connection to Practice Firm:**

Integration of standard software in all areas when working in the practice firm.

**Interdisciplinary Subject Matter:**

“Business Administration including Political Economics”: Application of information technology, “Accounting”: Use of a spreadsheet programme. “Business Communication and Practice Firm”, “Project Management and Project Work” as well as “Information and Office Management”.

Tests:

2 one-hour tests (two hours if necessary)

## **10. INFORMATION – AND OFFICEMANAGEMENT**

**Educational and Teaching Tasks:**

The students shall

- be able to make use of standard software in the areas of word-processing and presentation for solutions of tasks taken from the business environment and link it with other standard software applications.
- know the keys of a multifunctional keyboard and be able to work on external keyboards efficiently,
- be able to apply the basic functions of a mail programme,
- know the basics of a data-back-up system and be able to store and save data in a structured way,
- use the intra- respectively the Internet for collecting information and be able to plan and manage addresses, appointments and tasks,
- be able to type and draw up letters and other written documents ready for dispatch observing the ÖNORM standards and typographical principles,
- have command of the layout- and the rationalisation strategies of a word-processing programme and be able to link these with data from other software products,
- be able to draw up publications and presentation material,

- handle equipment responsibly and ecologically,
- be able to use aids of office-management efficiently and
- be able to manage substantial documents.

**Subject Matter:**

First Year:

**Basic Subject Matter:**

Touch system including keyboard of the calculator.

Training of typing skills also in dictates.

Basics of presentation software.

Basics of a data-filing system and structured filing system.

Standard functions of a word-processing programme.

Basics of text-layout.

Formal layout according to ÖNORM standards.

Layout of a letter.

Tabs and tables.

Ergonomics.

Office management (e-mailing, appointment and task planning, handling the mail, filing system).

**Extension Area:**

Correction rules

**IT-Reference:**

Application of learner software.

**Connection to the Practice Firm:**

Subject matter is the basis for the work in the practice firm.

**Interdisciplinary Subject Matter:**

“German”: dictations, presentations, spelling, layout of notes taken in other subjects.  
“Business Administration including Fundamentals in Political Economics”: lay-out of letters with reference to data taken from Business Administration including Fundamentals in Political Economics. “Personality Development and Social Competence”: Work attitude, education towards being punctual, keeping appointments.

Tests:

2 one-hour tests (two hours if necessary)

**Subject Matter:**

Second Year:

**Basic Subject Matter:**

Word Processing:

Typing skills of about 200 strokes per minute respectively 60 syllables in dictates. Serial prints. Correspondence according to ONORM standards based on direct dictates, sound-carriers and other presentations. Enhanced functions of a word-processing programme for the efficient lay-out of documents (e.g. AutoText, documents, forms). Integrating data taken from other software packages. Revising scanned texts.

Office Management:

Search for and work on information from the Internet. Scheduling, administration of addresses, direct mail.

Publishing:

Fundamentals of lay-out and typography. Fundamentals of a desktop-publishing-programme. Formal lay-out of more demanding documents. Importing, formatting and applying graphs and pictures.

**Extension Area:**

Addition of application programmes. Basics of a Desk Top Publishing programme. Integrating data taken from other software programmes. Revising of scanned texts. Acquisition of information on the Internet and editing.

**IT-Reference:**

Job applications on the Internet.

**Connection to Practice Firm:**

Drawing up of document and presentations for the practice firm.

**Interdisciplinary Subject Matter:**

Lay-out of note-taking for other subjects. Design of materials for talks in other subject areas respectively subjects.

“Business Administration including Fundamentals in Political Economics” and “Accounting”: Design and fill in forms; Correspondence. “Business Informatics” and “Accounting”: Data-transfer with applied software packages. “English including Business English”: Commercial correspondence.

Tests:

2 one-hour tests (two hours if necessary)

Third Year:

**Basic Subject Matter:**

**Word Processing:**

Typing skills of about 220 strokes per minute respectively 60 syllables in dictates. Job applications. Minutes. Serial prints on conditions and selections. Drawing up and lay-out of substantial documents with all the relevant details like e.g. table of contents, footnotes, quotations, index applying modern work techniques. Lay-out of forms (also on-line).

**Office Management:**

Trends in office communication. Use of efficient work techniques. Organisation of work processes.

**Publishing:**

Drawing up of demanding documents with the help of desktop-publishing-programmes. Producing publication and presentation materials. Fundamentals of picture-editing programmes.

**Extension Area:**

Fundamentals and profound knowledge of a picture-editing programme.

**IT-Reference:**

Job applications on the internet.

**Connection to Practice Firm:**

General correspondence, serial letters, modular correspondence.

**Interdisciplinary Subject Matter:**

Formal lay-out and design of project work.

**Tests:**

2 one-hour tests (two hours if necessary)

**11. PHYSICAL EDUCATION**

See BGBl. Nr. 37/1989, in the wording of BGBl. II Nr. 395/1997.

**.12. SCHOOL AUTONOMOUS AREA**

As laid down by school autonomous curriculum regulations (see section IV)

**Office Management****Educational and Teaching Tasks:**

The students shall

- be able to plan, execute and control up-coming work in an office and use modern office technologies considering ergonomic aspects,
- use new communication media in areas of communication and acquire the ability to cultivate internal and external contacts.
- be able to draw up publications and presentation material using desk-top-publishing programmes,
- be able to work with standard software in a creative, effective and structured way and conforming to standards,
- use the current means of office technology and office communication (including the intra- and the Internet to acquire information) in various situations,
- be able to govern data, e.g. addresses, appointments,
- be able to solve matters of organisation precisely and independently,
- be able to apply the basic knowledge acquired in the subjects "Information and Office Management", "Business Informatics", "Business Communication and Practice Firm", "Accounting" as well as "Business Administration including Fundamentals in Political Economics" on concrete examples and
- gain an understanding of in-company events by keeping subsidiary ledgers and all other business records related to it.

Second Year:

**Basic Subject Matter:**

Office Work:

Mail handling, address management, operating fax machines, scanners, printers, copiers, typing-oriented VDU workstations (ergonomics).

Communication:

Practising telephoning. E-mail. Contacting staff members, customers, public departments and authorities.

Organisation:

Planning and organisation of meetings, seminars and press conferences. Structured organisation and filing of records. Customer and supplier accounting in subsidiary ledgers based case studies. Settlement of accounts. Finding practice-relevant information and selective processing.

Publishing:

Creative design of in-company and external correspondence according to ÖNORM standards and the basics of typography. Drawing up of presentation material using standard software.

**Extension Area:**

Planning of resources. Drawing up and lay-out of more demanding written material (e.g. folders, fliers, posters and catalogues) using desktop-publishing-programmes.

Third Year:

**Basic Subject Matter:**

**Office Work:**

Taking down and designing minutes.

**Rationalisation and automatisisation of work procedures:**

Modular correspondence; Serial letter linked up to database; drawing up of forms and check-lists. Appointment and task planning.

**Organisation:**

Planning and organising business trips including cost planning, billing including travel expenses and cost-control. Preparation of receipts for cost-accounting. Customer relations (planning and organisation of one day and several days' customer visits).

**Keeping of subsidiary ledgers based on case studies:**

Cash book, bank book, purchase ledger, recording current business transactions in the double-entry book based on a collection of receipts using standardised software; master data maintenance. Goods and sales calculation based on simple case-studies using a spreadsheet programme.

**Communication:**

Call-Centre training. Dealing with media.

**Publishing:**

Design of complex documents and working on cases studies taken from secretarial practice.

**Extension Area:**

Application of corporate design and corporate identity including examples taken from secretarial practice. Basics of image-editing with special regards to data-transfer.

## **Sales Management**

**Educational and Teaching Tasks**

The students shall

- be able to apply all the acquired knowledge from other subject, in particular from all economic subjects in the world of business,
- look into and identify with the image of a customer consultant (sales-assistant),
- know the structure of the various kinds of consultation and sales talks,
- acquire and develop all the communicative, economic and legal skills necessary for successful, customer-oriented sales behaviour by constant practice,
- be able to turn their product expertise into customers' benefits,
- be able to adjust to various consultation and sales situations,
- be able to offer customers individual solutions to problems and reason in a customer-oriented way as well as
- be able to master the product- and sales-specific vocabulary and use it in negotiation talks.

**Subject Matter:**

Second Year:

**Basic Subject Matter:**

Job-image and Self-image of Customer Consultants:

Social, managerial and professional competence of customer consultants.

Basics of Communication in Customer Consulting and Sales:

Personal behaviour; basics of conducting talks in consulting and selling; friendliness in customer relations. Simple conversations with customers.

Sales-psychological Basics of Customer Care:

Types of customers; target-oriented consulting and selling; customer expectations; basic and additional benefits. Argumentation; kinds of argumentation and argumentation techniques.

Goods as Sales Objects:

Sales-relevant managerial knowledge of goods; professional terminology in consultation and sales talks.

Conducting simple consultation and sales talks using managerial knowledge:

Contacting; opening; question techniques; basic rules of goods and services presentations; dealing with complaints; warranty of defects, conditions of delivery and payment in sales talks; finalisation techniques; closing and initiating further contacts. Use of sales-supporting materials in consultation and sales talks.

Sales Techniques in Different Forms of Distribution:

Direct contact with customers in showrooms and at trade fairs.

**Extension Area:**

Arguing exercises; regular customer relations; conducting consultation and sales talks observing certain guidelines using video feedback.

**IT-Reverence:**

Finding information about goods on the Internet, collecting sales-relevant information in customer- and goods-data-bases.

**Connection to Practice Firm:**

Preparation of sales talks for the practice firm.

**Interdisciplinary Subject Matter:**

“German”: argumentation techniques, language correctness. “Biology and Merchandise Technology”: quality characteristics of goods. “Business Administration including Fundamentals of Political Economics” as well as “Accounting”: calculation and price argumentation, managerial know-how for situations in sales and negotiations.

Third Year:

**Basic Subject Matter:**

Language of the Customer Advisor:

Situational and target-oriented language of the salesperson.

Goods as Sales Objects:

Sales-relevant knowledge of goods; goods-related and sectoral acquisition of information, creation of the range of goods: goods presentation, conducting goods-related and sectoral sales talks.

Services as Sales Objects:

Customer specific offer of services; price-performance-ratio; conducting sector specific consultation talks.

Use of Sales-supporting Material in Consultation and Sales Talks:

E.g. taken from computer-aided accounting, the Internet, company home-pages, data-bases, article data-bases, customer data-bases.

Sales Techniques in different Forms of Distribution:

Consultations in sales of services; field selling; direct-mail selling; consulting and sales in call-centres; e-commerce, m-commerce; sales to retailers, direct sales.

Specific Sales Situations:

Combination offers, substitute offers; special offers; additional sales; replacements; complaints; conflicts.

Legal Issues in Consultation and Sales Talks:

Consumer protection, product liability, warranty and guarantee, replacements, complaints and notice of defects, legal questions of e-commerce, law against unfair trade, a salesperson's advice and information responsibility.

Conducting more elaborate sales and negotiation talks using the knowledge acquired in "Business Administration including Fundamentals of Political Economics" as well as "Accounting" including video feed-back.

**Extension Area:**

Customer relationship management. Ethics in sales.

**IT-Reference:**

Customer and article data-bases, the Internet as source for data, application of foreign web-shops and set-up of an own web-shop based on technical sales criteria.

**Connection to Practice Firm:**

Preparation of and feedback on consultation and sales talks for the work in the practice firm.

**Interdisciplinary Subject Matter:**

“German”: Argumentation techniques, language correctness, “Biology, Ecology and Merchandise Technology”: technical terminology. “Business Administration including Fundamentals of Political Economics” as well as “Accounting”: Application of managerial know-how in negotiations. “History, Political Education and Law”: specific legal issues, legal questions in e-commerce.

### **13. SCHOOLAUTONOMOUS SEMINARS FOR THE PRACTICE FIRM**

#### **German for the Practice Firm**

**Educational and Teaching Tasks:**

In the practice firm the students shall

- draw up documents without spelling and grammatical mistakes,
- be able to express themselves in standard language correctly and according to the situation,
- be able to apply the registers of new technologies (e-mails, home-page texts) according to the situation,
- be able to master the necessary skills and communication behaviour of everyday life in an office,
- be able to use journalistic text formats necessary for public relations.

**Subject Matter:**

Skills in Everyday Office-life:

Practical application of idea finding methods (e.g. brainstorming, clustering, mind-mapping). Handling official documents and officialese. Correcting and editing one’s own and foreign documents.

Communication Behaviour:

Discussion culture; adequate behaviour in professional environment. Communication behaviour in dealing with foreign business partners and other cultures.

Oral Communication:

Arguing in a professional environment. Improved elocution; phonetically correct usage of the standard language (e.g. telephone conversations).

Communication:

Journalistic text formats within the public relations work for the practice firm (e.g. texts for newspapers, information channels and home-pages, advertising messages).

Normative Area:

Writing accurate documents; use of spell-check programmes and computer dictionaries, also of the Thesaurus, in everyday life at an office. Consolidation of knowledge referring to punctuation.

## English Sales Talks and Negotiation Training for the Practice Firm

The students shall:

- improve the language competence acquired in the regular lessons and expand it emphasising the areas of sales talks and negotiation training,
- acquire technical vocabulary and
- extend their ability to communicate by practical training.

### Subject Matter:

Working language English; development of salesmanship; covering argumentation techniques; customer care;

Description and presentation of goods and services; dealing with complaints.

Telephone marketing; call-centre-training;

Drawing up brochures, catalogues and forms in English; acceptance of orders; execution of business cases.

## Merchandise Technology for the Practice Firm

### Educational and Teaching Tasks:

The students shall:

- develop a sense for the characteristics of goods by means of selected examples,
- get acquainted with the connection between motivation to buy and the ideas of values,
- realise that goods are more than just means of satisfying needs for the modern consumer,
- be able to draw up merchandise profiles by means of examples and
- be able to implement these criteria as sales arguments in practical exercises.

### Subject Matter:

Product Characteristics:

Covering product characteristics by means of selected examples:

Material, measures, colour, tinge, surface, production, name of producer; spatial, personnel and temporal origin, marks, usage.

Psychology:

Motivation to buy based on values: Prestige, patriotism, environmental consciousness, social norms, personality structure, urge for adventures.

Prestige of a Product:

Fashion, product message (gifts), scarcity value, exotic, brand awareness, social status.

Entertainment value of a Product:

Visual merchandising, lifestyle-shopping, product signals to human senses, sales

-active advertising.

Ecology of a Product:

Development of strategies to sell ecologically-oriented goods (e.g. Eco-Design, Agrarmarketing Austria, Bio-seal of approval); ecological environment of merchandising (e.g. grey energy, **MIPS** – material intensity per service unit, **FIPS** – area intensity per service unit); comparison between regional and global trade regarding the price-performance-ratio, value for health and sustainability.

Macro-economic Aspect of a Product:

Development of strategies for selling home-produced goods (additional benefits for labour market, landscape preservation and business location).

Ethics of a Product:

Products with positive and negative aims of a service; use of gene technology for the production of goods; fascination of technical services and their usefulness (WWA-Textiles – “wind-, waterproof and breathable textiles”, plastics, electronic devices); environmental effects through use of products (fields of electronic devices and mobile phones; exhausts of cars)

Aesthetics of a Product:

Relativity and changeableness of the ideals of beauty through fashion, age and zeitgeist; conveying product aesthetics through the presentation of products (e.g. fashion-shows, ambience, manipulation); correlation between product aesthetics and the buyer’s life-style.

## **Economic Geography for the Practice Firm**

### **Educational and Teaching Tasks:**

Based on all the acquired geographical knowledge the students shall deepen the insights and abilities regarding geographical relations. Furthermore, they shall,

- use their geographical knowledge and abilities in connection with the practice firm,
- acquire geographical knowledge about the countries of origin and the countries the products of the practice firm are sold to,
- understand the technical language of transport logistics,
- plan ideal routes and ways of transport (routes of acquisition and sales) ,
- be able to assess costs and benefits of certain routes of transport,
- gather the necessary information from the internet and from geographical information systems (GIS),
- be able to draw up and interpret country profiles as well as
- take the geographical, cultural and socio-economic distinctions of a trading partner into account when pursuing business activities in the practice firm.

### **Subject Matter:**

General geographical basics:

Deepening the geographical knowledge of orientation.

Traffic-related Geographical Basics and Transport Logistics:

Geographical information systems (GIS); route planning, working out suitable acquisition and sales routes for goods (connected to practice firm); evaluation of transport possibilities, cost/benefit reflections on traffic routes and transport possibilities. Logistic systems and spatial network patterns; carriers in comparison (train, road, plane, ship); infra-structural conditions in regions (e.g. Internet-connections, telephone density).

Origin of goods, geographical distinctions of countries of origin (effect of production and trade). Usage of geographical information systems, in particular acquisition of information from the Internet.

Inter-cultural Competence:

Cultural distinctions of countries of origin and of sales and the effects on international business activities. Cultural standards; relevant social-graphical distinctions in trading with other countries.

Cross-boarder Exchange of Goods and Services:

EU and EEA-area; opening and enlargement towards the east; liberalisation of world trade; effects of western investments in central- and East-European countries; EU-membership-candidates.

Trade Associations and Supra-national Organisations:

ASEAN; NAFTA; CIS; WTO; IMF. Globalisation and the effects of globalisation (in particular the effects on Austria); work in a globalised world.

Drawing up country profiles; cultural distinctions of countries of origin and of sales and the effects on the international business activity.

## **Scientific Basics in the Practice Firm**

### **Educational and Teaching Tasks:**

The students shall:

- use subject matters which have been acquired in the subject Biology, Ecology and Merchandise Technology within the framework of the practice firm,
- assess and describe the quality, value and usability of goods which are dealt with in the practice firm,
- be able to convert product-specific features into sales arguments,
- get to know modern means of communication and use these appropriately according to the technical possibilities of the practice firm,
- be able to understand and follow manuals of office equipment,
- detect defects in such devices and register claims and
- know the most important regulations of consumer protection and be able to make use of them in terms of the practice firm.

### **Subject Matter:**

Goods from the Practice Firm:

Raw-materials, planning and production; goods labelling, selection and acquisition of suitable products, use (care, maintenance, ergonomics, security, disposal, recycling).

Consumer protection, consumer information, user manuals, product liability, claims.

Office equipment (e.g. telephone systems, fax-machines, photo-copiers, scanners).

New developments in the field of information technology (e.g. GSM, WAP, UMTS, digital camera, internet-telephoning, video conferences).

Merchandise sales technology and consumer information (addition and deepening regarding the curriculum for Biology, Ecology and Merchandise Technology).

## **Law in the Practice Firm**

### **Educational and Teaching Tasks:**

The students shall

- be able to apply subject matter acquired in "History, Political Education and Law" in the training firm,
- be able to communicate successfully – also electronically - with advice centres and authorities using simple legal terminology,
- show entrepreneurial insight in legal matters,
- be able to come up with simple ideas for legal solutions,
- be able to come up with solutions for simple sections of law by means of electronic aid.

### **Subject Matter:**

Inquiries and Contacts:

Commercial register, trade register, inquiries and requests with authorities.

Legally relevant contacts with legal representations of interests.

Steps for Business Start-ups:

Legal proceedings for business start-ups and authorisation of plants.

Dealing with Simple Legal Cases in Various Fields:

Consumer protection and data protection in operational areas; commercial legal protection in practice. Product safety law; product liability law (duties of a company). Insolvency law from the debtor's and from the creditor's point of view.

Contract Law:

Provableness of contract conclusions in operational practice; rescission of contracts resp. the contents of contracts; claim of defects in operational practice; agreement of means of completion guarantee.

Damages Law from the Company's Point of View:

Kinds of damages, condition precedent of damage recovery, company liability for third-party-faults (e.g. liability for auxiliary and procure persons), liability of an employee, no-fault company liability (e.g. landlord and garage-owner liability), measures to avoid customer damages).

Procedural Law:

Enforcement of claims; delivery law (most important regulations, particularly kinds of delivery for documents); legal dunning procedures, electronic legal actions (e.g. action of collection, application of execution).

Labour Law:

Kinds and conclusion of labour contracts; notice, dismissal of staff, leave; regulations of dismissal pay; holiday regulations; working time regulations; safety regulations in a company; legal status of collective contracts; internal and external company representation of interests. Disputes from an employment; specifics of labour court proceedings.

Data Protection and Online Rights:

E-commerce-guidelines, distant selling guidelines, digital signature.

## **14. PERSONALITY DEVELOPMENT AND SOCIAL COMPETENCE**

**Educational and Teaching Tasks:**

The students shall

- acquire social competence (dealing with others and taking care of others, tolerance, capacity of teamwork and situational behaviour),
- gain insight into the consequences of their own behaviour and take responsibility for their actions,
- develop a readiness to change their behaviour,
- be able to set themselves goals and to organise their lives independently,
- be able to cope with time pressure and stress,
- pursue their goals consistently (stamina, self-conquest),
- be capable of solving problems independently,
- take initiative and successfully work on and solve practice-oriented tasks alone and together with others.

**Subject Matter:**

First Year:

Organisation of the Learning Process:

Recognising one's own type of learner and its practical consequences, formulating work aims, planning of their realisation, keeping a calendar, drawing up daily, weekly and monthly plans, organising one's own work place, handling lesson and work materials.

Learning and Working Techniques:

Drawing up and designing working materials, keeping systematic records, excerpting and structuring of texts, understanding essential contents, independent formulating, revision and practising techniques.

New forms of teaching and learning.

Life-long learning (ways of further education).

Promotion of abilities and Self-organisation:

Self-motivation, concentration training, stress management and strategies for coping with fear, relaxation techniques; stamina and self-conquest.

Kinds of communication (verbal, non-verbal, one-way, multi-way, *single*-stage, multi-stage, symmetrical, asymmetrical communication) and group processes; feed-back.

Basics and techniques of conversations (e.g. questioning techniques, listening and arguing, having telephone conversations, conduct towards staff, superiors, business partners and authorities).

Basics of rhetoric and pronunciation technique.

**Situational Behaviour:**

Importance of manners; conduct towards others and the consequences thereof; image; application and interview training; dealing with cultural standards; conversation and language culture.

**Social-psychological Basics:**

Self and extrinsic perception, strength and weakness analysis, social roles; behaviour in groups, dealing with conflicts. Introducing ideas and requests. Healthy life-style as the basis of the personal capability.

**Connection to Practice Firm:**

Business behaviour.

**IT-Reference:**

Use of programmes for the lay-out and design of working materials acquired in "Information and Office Management"

**Interdisciplinary Subject Matter:**

"German": Command of language, reduction of language barriers, code-switching. Spelling, standard language, language layers, summaries (oral and written). "Geography (Economic Geography)": Dealing with other cultures, reduction of prejudices. "Biology, Ecology and Merchandise Technology": Healthy life-style as a condition for personal capability. "Fundamentals of Information Management": 'Netikette'. "Business Communication and Training Firm": Dealing with other people, social-psychological basics

## 15. BUSINESS COMMUNICATION AND PRACTICE FIRM

**Educational and Teaching Tasks:**

The students shall

- acquire communicative and commercial, technical and social competence,
- be able to use communication techniques and judge their consequences,
- be able to behave situationally in everyday business situations and make use of communicative abilities,
- develop customer oriented behaviour and act accordingly,
- be able to apply personal experiences as well as the knowledge and skills acquired in other subjects on practical tasks,
- be able to deal with fundamental business problems accurately, responsibly and in time,

- be able to get to know, understand and evaluate business objectives, organisational structures, contexts as well as work processes through simulation of business-like situations and act accordingly and
- develop awareness for the necessity of quality management.

Second Year:

**Basic Subject Matter:**

Business Communication:

Exercises in oral and written communication for everyday business life.

Commercial correspondence and having telephone conversations. Business presentations, practical exercises.

Economic Education regarding the Practice Firm:

Independent acquisition of information for business purposes. Realisation of managerial tasks, mini-projects (e.g. planning a trip). Excerpting and structuring texts of general and business contents; lay-out and design of working materials with business contents; office and revision work; mental arithmetic and estimation of results.

Sales techniques and negotiation techniques, simple sales talks with feed-back; negotiation tactics; call centre. Application with practical exercises. Commercial presentations (software aided).

Practical business cases in preparation for the practice firm in the fields of:

- administration
- accounting
- purchasing
- marketing
- sales

using all office -, information - and communications technologies applied in a real business environment.

Commercial correspondence leading to contracts

Organisation of receipts and filing

Practice Firm:

Preparation for starting to work in the practice firm.

Voluntary Practical Training and Practice Days:

Preparation respectively preparation and evaluation.

**Extension Area:**

Handling a pocket calculator, filling in forms, recognising receipts and using these as the basis of communication.

Correspondence regarding irregularities in a sales contract. Preparation for an application: job profiles

**IT – Reference:**

Application of presentation software in preparing presentation material.

Dealing with the internet to get hold of information; dealing with data bases.

**Connection to the Practice Firm:**

Practical tasks.

**Interdisciplinary Subject Matter:**

“German”: Spelling, standard language, registers, summaries (written and oral), formulating. “Business Administration including Fundamentals of Political Economics”: sales contract, correspondence. “Accounting”: Mental arithmetic, estimating results, office and revision work. “Information and Office Management”: Use of word processing software, correspondence, ÖNORM standards. “Business Informatics”: Presentation software, calculation programmes, data base. “Sales Management”: Interrogation and argumentation techniques, sales talks, behaviour on the telephone, call centre.

Third Year:

Voluntary Practical Training and Practice Days:

Evaluation respectively preparation and evaluation.

Business Communication:

Job application; telephone conversations, sales talks (personal and on the phone)

Practice Firm:

Work in the practice firm in line-specific fields in the departments

- accounting
- purchasing
- marketing
- sales

using all office -, information - and communications technologies applied in a real business environment, use of customer data bases. Quality management and customer-oriented behaviour.

**Extension Area:**

English correspondence.

**IT – Reference:**

Internet, mail programme, homepage-care, e-commerce, customer data-bases, multi media.

**Interdisciplinary Subject Matter:**

“German”: Spelling and wording. “English including Business English”: English correspondence. “Geography (Economic Geography)”: Transport logistics and route planning. “Business Administration including Fundamentals of Political Economics”. “Accounting”: Computer-aided accounting and personnel accounting. “Business Informatics”: Practical use. “Information and Office Management”: Serial letters, printing of labels, document sheet, envelopes, auto text.

## **16. PROJECT MANAGEMENT AND PROJECT WORK**

**Teaching and Educational Tasks:**

The students shall

- acquire professional and social competence,
- be able to apply all the knowledge and skills acquired in other subjects as well as all their personal experiences on the project work,
- be able to initiate, carry out, finalise, document and present an adequate project of business contents independently or in a team,
- know the importance of project-related work in the economy and
- be able to use the most important project management tools.

Third Year:

Project Management:

Importance for the economy. Targeting, planning, handling, controlling.

Project work on a topic with adequate business focus:

Finding of topics, targeting, basic planning, rough outline, handling, documentation, presentation.

**Extension Area:**

Summarising in English.

**IT – Reference:**

Internet, multi-media.

**Connection to the Practice Firm:**

Project topics taken from the work in the practice firm (e.g. quality management, customer care, transport logistics)

**Disciplinary Subject Matter:**

“German”: Spelling, punctuation, expression (oral and written), taking minutes, checking of documents. “English including Business Language”: Summary in English.

“Business Administration including Fundamental of Political Economics”. “Business Informatics”: Calculation software, presentation software, data-base software. “Information and Office Management”: Application of word-processing programmes when working on project works, minute taking and other normative documents. “Personality Development and Social Competence”: Proper appearance, ability to work in a team, promotion of ability and ability to organise oneself. “Business Communication and Practice Firm”: Independent acquisition of information, mini-projects, group processes.

## **B. NON-COMPULSORY SUBJECTS**

### **1. SECOND FOREIGN LANGUAGE INCLUDING FOREIGN LANGUAGE FOR BUSINESS PURPOSE**

#### **Educational and Teaching Tasks:**

The students shall

- use the foreign language as means of communication and co-operation,
- understand things heard and read in the foreign language,
- be able to express themselves orally and in writing in the foreign language in a simple way,
- be capable of communicating in every-day language,
- gain security in spelling and in phoneme-correct pronunciation
- understand authentic texts in the foreign language that have been transmitted orally,
- understand foreign language texts and audio-visual sources if necessary with the help of a bilingual dictionary,
- know the peculiarities of life in the countries of the respective language area and
- use the acquired knowledge and working techniques interdisciplinary.

The educational and teaching tasks are to be adapted to the number of lessons and to the students' level of knowledge.

#### **Subject Matter:**

First Year:

Topics for Communication:

Simple situations from every-day life; man and its environment (e.g. family, food, clothing, body, house, shopping, school, leisure-time, job, time, weather, money).

Forms of Communication:

All those forms of communication which result from dealing with these topics (e.g. question and answer, conversation, telephone calls, role play).

Language Structures:

Covering all the structures necessary for topics of communication (morphology and syntax).

Tests:

2 one-hour tests.

Second Year:

Topics for Communication:

Facts from living in a society as well as from the students' social environment and their counterparts in the countries of the target language. Current topics.

Forms of Communication:

All those forms of communication which result in dealing with these topics (e.g. summary of short narrative texts as well as oral and written presentation of simple facts).

Language Structures:

Covering additional structures necessary for the topics of communication, as long as these have not been dealt with in the first year.

Tests:

2 one-hour tests.

Third Year:

General Topics for Communication:

Topics concerning economy, politics, ecology, society and culture in the countries of the target language, also in relation to Austria. Current topics.

Job-relevant Topics for Communication:

Introduction into the technical language including general forms of communication.

Language Structures:

Covering, strengthening and emphasising the structures necessary for the topics of communication.

Tests:

2 one-hour tests.

## **2. MATHEMATICS AND APPLIED MATHEMATICS**

**Educational and Teaching Tasks:**

The students shall gain all those knowledge and skills that enable them to successfully participate in the lessons in the compulsory subject Mathematics and Applied Mathematics from the third year of the Secondary College of Business Administration.

**Subject Matter:**

Second or Third Year:

See second year of the compulsory subject "Mathematics and Applied Mathematics" in attachment A1 (curriculum of the Secondary College of Business Administration).

### 3. SHORTHAND

#### **Educational and Teaching Tasks:**

The students shall

- be able to take down and reproduce texts literally at a suitable speed.

#### **Subject Matter:**

Second or Third Year:

Writing and reading skill under especially taking the economic practice into account; practised reading and transfer of one's own notes.

### 4. POLITICAL ECONOMICS

#### **Educational and Teaching Tasks:**

The students shall

- show an understanding for the inter-relations between politics, the society and the economy as well as have insight into political facts,
- be ready to take part in public life and to assess information, also to be able to form their own opinion regarding political issues and
- be ready to participate in current political events and to further develop their knowledge in political science as well as in private and job specific legal matters...

#### **Subject Matter:**

First Year:

Man in society.

Male and female students and school (community in class and school).

Goals Educational policy.

Social Environment:

Family – partnership – education. Minorities and fringe groups. Role models. Conflicts and their models to solve them. Media as opinion leaders and social power. Youth and society.

Second Year:

Active Democracy:

Theories of states and ideologies. Parliamentary democracy and political parties. Associations and their influence on legislation. Communal and federal policy. Extra-parliamentary possibilities of political participation.

International relations.

Third Year:

Politics as task and possibility. Legislature, laws and (political) patterns of behaviour. Administration between obedience and service.

Security Policy:

Intellectual, civil, economic and military national defence and active foreign policy.

## **C. NON-OBLIGATORY PRACTICE**

### **1. ABILITY PROMOTION**

#### **Educational and Teaching Tasks:**

The students shall

- realise the importance of independent work by means of "help to help oneself – Hilfe zur Selbsthilfe",
- be supported to foster their sense of responsibility, their consciousness and their ability for self-reflection,
- reflect on their own actions and so stimulate learn self-organisational processes,
- learn to make independent decisions by being shown in a helping and motivating way how problems are to be solved, by being supported to find solutions and by being encouraged also to implement these solutions,
- learn to formulate their own objectives and then be able to evaluate, co-ordinate and reflect these realistically and
- improve as well as enlarge their perception, their experience and behaviour.

#### **Subject Matter:**

Individual, supporting problem-solving strategies through personal counselling.

Motivation strategies, development of independent ideas for the solutions of conflict and decision-making situations.

Preparation of scenarios for foreseeable problems, facilitation of friction-free problem-solving strategies.

Pointing out efficient patterns of communications.

Mediator techniques.

Expansion of competence for communication and conflict situations.

Project supervision.

Creating and dealing with visions.

Positions of perception in systems (I – you).

Differences of opinions and knowledge as a chance and a resource.

## 2. CONTEMPORARY CULTURE

### Educational and Teaching Tasks:

The students shall

- recognise present-day art as a reflection of their own life in a pluralistic society,
- know the various forms of expression in contemporary arts and culture,
- be led towards a positive attitude, but also towards criticism and the ability of criticism when dealing with modern culture,
- be able to recognise prejudices when dealing with modern culture and judge them critically,
- understand contemporary art in connection to social-economic and political circumstances as well as see the interrelation and conflict regarding the social environment,
- sharpen their sensual perception by dealing with art and
- be able to recognise and experience the intellectual as well as also the emotional dimension of the contemporary art.

### Subject Matter:

First till Third Year:

Contemporary Culture:

Functions of arts in a social context. Position of the Austrian cultural scene in comparison with the international one. Cultural management (organisation, marketing and financing).

Contemporary Cultural Scene:

Kinds of fine arts, music and literature. Kinds of performances.

Methods of Approaching Arts:

Experiencing, describing, discussing and evaluating arts.

Individual artistic experience through creative spontaneity.

Attending and organising readings, exhibitions, dramatic and music theatre, concerts, festivals, street theatre and fringe forms.

Talks with artists.

## 3. INTERPRETATIVE ACTING

### Educational and Teaching Tasks:

The students shall

- develop their personality in psycho-motoric, affective, social and cognitive areas,
- receive fundamental information on theatre,
- be introduced to the tasks and meaning of dramaturgy, directing and production,
- discuss theoretical reflections and practical possibilities of realisation in the areas of techniques of speech, body language, role-play as well as the dramatic forms of expression and their presentation and utilise this in acting according to their abilities,

- gain confidence in dealing with other people,
- develop an attitude which enables them to present a project which has been developed as a team and
- develop a readiness to participate actively and /or share in as a spectator in matters of theatres at a local level.

**Subject Matter:**

First till Third Year:

Inter-action and sensibility exercises (loosening up exercises; practising their expressiveness through exercises in the areas of movement, sound, language; exercises in dealing with materials, use of stage props).

Techniques of talking and of speech (voice and breathing techniques, articulation exercises, reading according to text and for gist).

Dealing with non-verbal theatre (pantomime, dance-, mask- and music-theatre), with classical and experimental forms of theatre.

Role-play (e.g. Improvisation, impromptu-play, deciding games, planning games, sketches, character-play, shadow- and puppet-shows; use of modern dramatic forms like radio play, film).

Inventing and creating conflict situations, developing problem-solving strategies in acting, presenting current topics in scenes. Presenting selected scenes of a play and / or self-written texts.

Developing, creating and presenting a play in front of an audience (self-made productions or play following a set text).

#### 4. CREATIVE DESIGN

**Educational and Teaching Tasks:**

The students shall

- understand the historical, social, technical, physical, chemical and economic principles of activities related to handicraft, arts and craft and sculpture,
- recognise form and colour design as part of non-verbal communication,
- be able to design using various materials,
- recognise and learn to avoid technical and compositional errors in handicraft and artistic design,
- be able to produce handicrafts using various materials that are sound in quality and conscious of the environment,
- be able to work according to instructions in a creative, independent, efficient, careful and exact way and
- be able to purposefully plan and carry out work-processes following economic principles.

**Subject Matter:**

First till Third Year:

Visual Arts and Design:

Optional design (drawing, painting, three-dimensional and architectural design). Elements of colour and form in their connection to design particularly in the fields of advertising and commercial art using graphic programmes if necessary. Two-dimensional design, elements of decoration, collages, decoration of showcases, aesthetic elements of interior and industrial design. Studies of works of acknowledged and trend-setting painters, designers and graphic designers.

**Handicraft Design:**

Development and encouragement of creative powers by working independently with wood, metal, stone, clay, glass, plastic and other materials. Textile and / or other handicraft techniques and show-pieces. Studying the works of acknowledged visual artists.

**Photography:**

Equipment and accessories, photo-technical basics. Basic elements of photographic design.

Developing and processing photographs. Recognising and judging motifs. Creating colour compositions and acquiring techniques of applied photography (portrait and people photography, object-, nature-, landscape- and architecture – photography; travel photographs and stills). Studying the works of acknowledged photographers.

## **5. PHYSICAL EDUCATION.**

See BGBl. Nr. 37/1989, in the wording of BGBl. II Nr. 395/1997

## **6. SUPPORTING LANGUAGE TRAINING**

**Educational and Teaching Tasks:**

The students shall

- acquire and improve oral and reading competence necessary for the job and for their personal development as well as refine their ability to communicate in German,
- be able to use different forms of speech in everyday life and in job-related situations considering the communicative adequacy of the means of speech and formal correctness,
- be able to gradually use the standard language fluently in writing and orally paying special attention to rules and
- be able to extract personal and job relevant information from texts and then use them situationally.

**Subject Matter:**

First Year:

Written Communication:

Preparatory practice for summaries of texts and descriptions as well as guidance towards the production of case-oriented kinds of texts.

Oral Communication:

Phonetically aware use of the standard language; formally correct summarising of things read and heard and its reproduction from memory.

Vocabulary exercises in topical areas of everyday life and job.

Improvement of reading and listening comprehension by means of authentic texts (increasing the contextual comprehension).

Normative Language Correctness:

Practising and securing the correct spelling, differentiated selection of problematic areas of spelling. Practising and securing main language structures of the German language in particular further practice of the declination and the conjugation.

Second Year:

Written Communication:

Preparatory practice in order to compose practical texts (minutes, everyday correspondence); gradual guidance towards structuring and arguing.

Oral Communication:

Phonetically aware use of the standard language; exercises to enlarge the vocabulary in selected topics. Role-play for argumentation with prepared structures.

Enlarging the reading and listening comprehension by means of authentic texts (increasing contextual comprehension).

Normative Language Correctness:

Further practice in selected chapters of spelling and problem areas of the German language.

Third Year:

Written Communication:

Elaboration of structures for complex arguing and appealing.

Oral Communication:

Phonetically aware use of the standard language; situational use of technical vocabulary.

Increasing reading and listening comprehension by means of authentic texts (increasing contextual comprehension).

Normative Language Correctness:

Further practice in selected chapters of grammar and style.

## **D. VOLUNTARY PRACTICAL TRAINING**

**Educational and Teaching Tasks:**

The students shall be able to use all the knowledge, skills, attitudes and ways of thinking acquired in the theoretical and practical lessons in the business environment as well as gain an insight into the organisation and the work processes in enterprises. They shall, furthermore, gain – from the synopsis of school and practice experience – a positive attitude towards work in general and towards the real job environment in particular.

**Time and Subject Frame:**

The voluntary practical training shall, if possible, amount to four weeks, shall be attended before entering the third year and comprise special commercial activities.

After the voluntary practical training each student shall compose a report describing the tasks he /she was assigned to and the insights gained during the training and he/ she shall talk about his /her experiences with the teacher of “Business Communication and Practice Firm”.

## **E. REMEDIAL INSTRUCTIONS**

**Educational and Teaching Tasks, Subject Matter:**

Aim of remedial instructions is the revision and practice of the covered subject matter which either can be assumed or has been dealt with in a subject of the respective year, for students who are affected or threatened by a temporary decline in performance, which is to be based on the assumption that it concerns students who are capable and willing to work. The before-mentioned decline in performance is to be equated with the poor command of the language of students whose mother-tongue is not German.

Remedial instructions, as a rule, may not be applied to expand, add to or deepen the subject matter of the respective subject.