

**b** **BUSINESS AND MANAGEMENT**  
VOCATIONAL COMMERCIAL EDUCATION -  
CLOSE COOPERATION WITH INDUSTRY -  
PRACTICAL EXPERIENCE - REGIONAL SCHOOL PARTNERS

**r** **RESPECT**  
INDEPENDENT AND MOTIVATED LEARNING -  
MUTUAL REGARD -  
FRIENDLY INFORMAL SCHOOL ATMOSPHERE

**u** **UP-TO-DATE**  
MODERN INFORMATION AND COMMUNICATION TOOLS -  
INNOVATIVE AND VARIED LESSONS -  
TARGETED SUPPORT IN THE MAIN FOCUS AREAS OF THE  
CURRICULUM

**c** **CULTURE**  
COMPREHENSIVE GENERAL EDUCATION - HIGH LEVEL OF  
LANGUAGE COMPETENCE - APPRECIATION OF DIFFERENT  
CULTURES - GLOBAL ECONOMY

**k** **KNOW-HOW**  
CROSS CURRICULAR LESSONS - PRACTICAL AND PROJECT  
FOCUS - EXPERTISE - SOCIAL, METHODOLOGICAL AND SELF-  
COMPETENCE

These principles, aims and rules are important for the  
„business education bruck an der leitha“.