



Maturitní témata – BUSINESS ENGLISH

2021- 2022

1. HR – Staff development and training
2. HR – Job descriptions – positions, requirements, goals
3. HR – Letters of enquiry and applications
4. HR – Job interview, HR protocol
5. Marketing – Promotional activities
6. Marketing – New product development, launch
7. Marketing – Trade fairs, exhibitions
8. Marketing – Establishing relationships and negotiating
9. Starting a business – Franchise, Negotiations and conditions
10. Starting a business – Raising finance
11. Starting a business – Location, proposals, expectations, calculations
12. Starting a business – Presenting a new business, presentation contents and structure
13. Business Travel – Planning, timing
14. Business Travel – Business Conferences and their structure
15. Business meetings – Goals, aims, reports
16. Technologies and innovations in business – Internet, website business
17. Technologies and innovations in business – Outsourcing, Offshoring
18. Customer relations – Customer loyalty, brands and specific loyalty programmes
19. Customer relations – Complaints, customer communication skills and strategies
20. Customer relations – Approaching new customers, advertising campaign
21. Global market – Specifications, pros and cons
22. Top World Brands – Marketing strategies, customer care
23. Political contracts – Business motivations
24. Renewable resources in Europe and their future
25. Local market, local producers vs. global market