

Maturitní témata – BUSINESS ENGLISH pro školní rok 2023\2024

- 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) Business across cultures – Cultures, Business ethics, Cross – cultural communication
- 22) Top World Brands – Marketing strategies, customer care
- 23) Wrongdoing and corruption, Bribery, Fraud and embezzlement
- 24) Finance and economy – Personal finance, Investment, Trading
- 25) Local market, local producers vs. global market