

Maturitní témata –Tématická AJ – General Business

1) The world of work

- recruitment, CV, covering letter, self promotion, interview, advertising

b) Motivation theory

explain and translate these expressions: a sole trader, unlimited liability, limited liability, incorporated, franchises

2) Hierarchies

- organisational structure

b) Prioritising

explain and translate these expressions from business correspondence: an order, an enquiry, a complaint, an offer, an invoice

3) Finance

- break-even analysis, business costs, internal sources of finance

b) Explain who gets a wage, who gets a salary. What benefits can employees get?

explain and translate these expressions: shareholders, operatives, market share, profitability, turnover

4) Government economic policy

- Monetary x Fiscal policy

b) What is a usual process of applying for a job? Explain the term “to headhunt”.

explain and translate these expressions: a customer, a supplier, a wholesaler, go bankrupt, a retailer

5) SWOT analysis

b) Trade Unions

explain these expressions: cash flow, gross profit, favourable variances, legal action, invoice

6) The four Ps

b) Starting a new business

explain these expressions: break-even analysis, overdraft, bank loan, mortgage, shares

7) Stakeholders

b) The best known financial centres in the world. Explain the terms – bear market, bull market, blue chips. Great Depression.

explain and translate these expressions: niche markets, mass markets, income, advertising, budget

8) The EU

- history, Single market

b) Give examples of derivatives and discuss their advantages and disadvantages.

explain and translate these expressions: fixed assets, current assets, current liability, balance sheet, liquidity

9) Deindustrialisation

b) Corruption and wrongdoing

explain and translate these expressions: economies of scale, purchasing economies, financial economies, managerial economies, technical economies

10) Banking

b) Non-profit organisations

explain and translate these expressions: inflation, expansionary policies, contractionary policies, growth of firms, tax rises

11) Growth of firms

b) Unemployment and inflation

explain and translate these expressions: indebted, Austerity, impunity, prudent, inception

12) Recent affairs in the business world

b) What goods were used as commodity money and why did gold take over?

explain and translate these expressions: default on debts, stimulate growth, anathema, standoff, reckless

13) Multinational companies

b) Communication

explain and translate these expressions: unprecedented, credible, haggling, ratified, use their initiative.

14) How to describe a graph. Business correspondence.

b) Social influences

explain and translate these expressions: motivation, subordinates, consultation, authoritarian, temporary workers

15) Global issues

b) Green issues

explain and translate these expressions: part-time workers, job sharing, letting people go, redundancy payments, unemployment benefits

16) Competition and monopoly

b) International trade

explain and translate these expressions: make employees redundant, trade unions, parental leave, rigid labour market, cost leadership

17) VAT, credit, microcredit, loan, leasing

b) Explain the term "outsourcing" and give examples.

explain and translate these expressions: differentiation, segment, copyright infringement, obsolete

18) The business cycle

b) Cash flow, liabilities

explain and translate these expressions: book value, market value, cashflow statement, bribes, accountability

19) Fair trade

b) Company assets

explain and translate these expressions: transparency, code of ethics, industrialized countries, trade liberalization, Asian tigers

20) New technology

b) What makes a good manager?

explain and translate these expressions: morale, niche, promotion, questionnaires, balance sheet.