Maturitní témata –Tématická AJ – General Business, 23 okruhů

1) The world of work

- recruitment, CV, job description, person specification, human resources

b) Motivation theories, Maslow´s hierarchy of needs

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

2) Adam Smith – life and work

b) 4 types of economic systems

explain and translate these expressions: overdraft, an enquiry, a complaint, black swan event, an invoice

3) Finance

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

b) Henry Ford´s legacy

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

4) Monetary x Fiscal policy

b) Key terms of economics: supply, demand, economic equilibrium, market, GDP, GNP, scarcity, production resources and factors

explain and translate these expressions: to make sb. redundant, a supplier, a wholesaler, go bankrupt, a retailer

5) SWOT analysis

b) Tomáš Baťa – life and work

explain these expressions: cash flow, to be in red numbers, interest rate, joint stock company, CEO

6) Marketing mix (4P´s, 4C´s, 5F´s)

b) Division of economiscs: microeconomics X macroeconomics

explain these expressions: mortgage, business plan, privatization, commodity, subsidy

7) Business ownership structures

b) the Great Depression

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

8) The EU

- history, institutions

b) bull market, bear market, blue chips

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

9) Deindustrialisation

b) Digital marketing

explain and translate these expressions: economies of scale, competition policy, consumer protection laws, aggregate demand

10) Banking

b) Non-profit organisations

explain and translate these expressions: inflation, expansionary policy, contractionary policy, exchange rate, current account

11) Growth of firms

b) Unemployment and inflation

explain and translate these expressions: austerity, impunity, to be prudent, foreclosure of mortgage,

12) Mercantilism, command economy

b) History of money development

explain and translate these expressions: default on debts, to stimulate growth, lay – offs, unskilled workers, embargo

13) International trade

b) Communication

explain and translate these expressions: to be unprecedented, to be credible, haggling, to be ratified, allocation of resources

14) Corporate social responsibility

b) Coaching and teambuilding

explain and translate these expressions: motivation, subordinates, temporary workers, underemployment, customer segmentation

15) Keynes vs Hayek

b) TQM, JIT, KAIZEN

explain and translate these expressions: part-time worker, job sharing, bonds, trade barriers

16) Competition and monopoly

b) qualitative vs. quantitative research

explain and translate these expressions: rigid labor market, government budget deficit, soft skills, to delegate, temporary employment contract

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) Tax havens

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

19) Fair trade

b) intellectual property, copyright infringement

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

20) History of economic thought

Plato, Aristotle, David Ricardo

b) What makes a good manager

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

21) WTO, USMCA

b) Benchmarking, AIDA

explain and translate these expressions: frictional unemployment, dividends,

seasonal fluctuation, test marketing

22) Crowdfunding

b) the Czech Republic – export, import

explain and translate these expressions: economic bubble, customer segmentation, delegation, unique selling point, product life cycle

23) Cryptocurrency pros and cons

b) Boston matrix

subsidy, digital dropshipping, pay per click, click through rate, FOREX