## Maturitní témata -Tématická AJ - General Business Extra, 20 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) Migration and its economic impact
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) Tom 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 Batáa - life and work
explain these expressions: cash flow, to be in red numbers, interest rate, joint stock company, CEO
6) Marketing mix ( $4 P^{\prime} s, 4 C^{\prime} s, 5 F^{\prime} s$ )
b) Division of economiscs: microeconomics $X$ macroeconomics
explain these expressions: mortgage, business plan, privatization, commodity, subsidy

## 7) Business ownership structures

b) the Great Depression, bear market, bull market, blue chips
explain and translate these expressions: niche markets, mass markets, income, advertising, budget
8) The EU

- history, single market
b) Absolute/comparative advantage, the law of diminishing marginal returns 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, devaluation

## 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) Brexit
b) TQM, JIT , KAIZEN
explain and translate these expressions: part-time worker, job sharing, bonds, trade barriers
16) Competition and monopoly
b) Adam Smith
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, John M. Keynes,
b) What makes a good manager
explain and translate these expressions: morale, niche, promotion, questionnaires, balance sheet.

