

vzdělávací program: MANAGEMENT FIREM 64-31-N/03

témata k absolutoriu

ANGLICKÝ JAZYK

- Setting up a new business
- Recruitment
- Surveillance and data protection
- Etiquette
- Insurance
- Business Correspondence
- Production and productivity
- Product and price
- Location and risky ventures
- Financial statements
- Pay and benefits
- Motivation and creativity
- Outsourcing and offshoring
- Management
- Presentation and visual aids
- Brands and brand image
- Methods of selling
- Markets, buyers and sellers
- Logistics
- Lobbies
- Ethics in business
- Organisations
- Modern ways of communication
- Strategy and SWOT analysis
- Meetings