

Maturitní témata pro školní rok 2026/2027

Tematická angličtina – General Business

1. **The world of work**
 - a) Recruitment, CV, job description, person specification, HR
 - b) Motivation theories, Maslow's hierarchy
 - c) Terms: permanent contract, soft skills, shift work, trial period, sick leave, fringe benefits, digital nomads
2. **Adam Smith**
 - a) Adam Smith – life and work
 - b) Absolute and comparative advantage
 - c) Terms: to accumulate, to be self-sufficient, GDP, labour division, infrastructure, to exploit
3. **Finance**
 - a) Break-even analysis, business costs, internal sources of finance
 - b) History of money development
 - c) Terms: exchange rate, inflation, liquidity, balance sheet, to be in the red numbers
4. **4Macroeconomics**
 - a) Monetary policy
 - b) Fiscal policy
 - c) Terms: budget deficit, interest rate, austerity measures, macroprudential policy, to mint allocation of resources, infrastructure, aggregate demand
5. **Marketing I**
 - a) SWOT analysis
 - b) Marketing Mix (4P's 4C's, Porter's 5 Forces)
 - c) Terms: niche market, mass market, turnover, consumer protection laws, unique selling point, retailer
6. **Marketing II**
 - a) Crowdfunding
 - b) Boston Matrix
 - c) Terms: Product life cycle, customer segmentation, business plan, wholesaler, market share
7. **Business ownership structures**
 - a) Self-employed person, company limited
 - b) Non-profit organization
 - c) Terms: Joint venture, subsidy, privatisation, CEO, cash flow, turnover
8. **The EU**
 - a) The Unification of Europe after WWII
 - b) The EU after 1993 and major institutions
 - c) Terms: regional development, to be multicultural, types of migration, to be unprecedented, "black swan" event, Brexit

9. Economic growth of countries

- a) Mercantilism, Industrialization
- b) Deindustrialization
- c) Terms: economic sectors, economies of scale, trade liberalisation, to impose an embargo, unskilled workers, cash flow

10. Banking

- a) ČNB
- b) Commercial bank, World bank and IMF
- c) Terms: mortgage, corporate loan, overdraft, shareholder, PRIBOR, current assets, microcredit, to go bankrupt

11. Digital marketing

- a) Social media, use of Artificial Intelligence in Marketing
- b) Digital marketing, benchmarks
- c) Terms: user generated content (UGC), content creator, targeted ad, lead magnet, micro-offer, personal brand, AI avatar, transparency

12. Growth of Firms

- a) Internal growth
- b) External growth
- c) Terms: retained profit, market, benchmarking, limited liability, franchising

13. The Great Depression

- a) Origin causes, effects and outcome, The New Deal
- b) Keynes vs. Hayek conflict
- c) Terms: bull market, bear market, economic bubble, economic cuts, blue chips, governmental intervention, fiscal austerity

14. Types of economic systems

- a) Traditional and Command economic systems
- b) Mixed economy and Market economy
- c) Terms: Scarcity, commodity, global market, barrier, underdeveloped countries, types of unemployment

15. International trade

- a) Origins, key theories (Smith and Ricardo), inventions, WTO
- b) Outsourcing
- c) Terms: competition, expansionary policy, exchange rate, unemployment rate, developed country, political instability, logistics, distribution

16. Companies and community

- a) Corporate social responsibility
- b) Fair trade
- c) Terms: Carbon footprint, pesticides, eco-friendly products, to empower, beneficial labour practise, human trafficking

17. Management

- a) What makes a good manager?
- b) Leadership styles
- c) Terms: to be credible, to be reasonably prudent, to be transparent, to settle a dispute, strategic thinking, to delegate

18. Business Ethics

- a) Tax havens
- b) Intellectual property vs. copyright infringement
- c) Terms: to bribe, jury, probation, impunity, embezzlement, to hold someone accountable for, due diligence

19. Quality management

- a) KAIZEN and TQM
- b) JIT and lean manufacturing
- c) Terms: Test marketing, start-ups, pop-up stores, digital dropshipping, balance sheet, FOREX

20. Henry Ford

- a) Life and work
- b) Mass market and mass production
- c) Terms: to make someone redundant, unlimited liability, default on debts, contractionary/expansionary policy, current assets, dividends

21. Cryptocurrency

- a) Origins and how it works, why is it unique in finance?
- b) Pros and cons
- c) Terms: business cycle, allocation of resources, frictional unemployment, structural unemployment, global brands, business plan, balance sheet

22. The history of Economic thought

- a) Plato, Aristotle
- b) Financial literacy
- c) Terms: loan, leasing, microcredit, Asian tigers, cash flow, product life cycle

23. Czech Republic

- a) Agriculture, industry, services, business partners, GDP in comparison with the world
- b) Tomáš Baťa
- c) Terms: monopoly, monopsony, monopolistic competition, oligopoly, perfect and imperfect competition