Absolutorium 2023/2024

Okruhy z části Cizí jazyk

1. Presentation
- Why do companies make presentations?
- types of presentations
- presentation facilities
- visuals aids and technical equipment

2. Marketing
- What is marketing?
- market research
- marketing mix, marketing

3. Company Structure, Types of Companies
- departments and their functions
- types of business ownership

4. Business Correspondence
- structure and layout of a business letter
- writing dates, salutations, complimentary closes
- types of business letters

5. Enquiries and Offers
- a letter of enquiry
- asking for catalogues, price lists, samples
- a letter of offer, solicited and unsolicited offer
- What can a supplier offer to his/he customers

6. Orders and Complaints
- placing an order
- order form, acknowledgement of order, advice note
- language of complaints / credit notes, debit note
- replying to letters of complaint

7. The European Union
- history of the EU
- the European Parliament, the European Commission
- the monetary union

8. Travelling on Business
- means of transport
- staying in a hotel
- at the airport

9. Letter of Application
- advertisements
- applying for a position
- application form, c.v.
- at an interview

10. Advertising
- advertising as a part of marketing
- advertising agencies, advertiser’s job
- types of advertising

11. Export, Import

- importing process
- documents, methods of payment
- trade organizations, abbreviations

12. At the Stock Exchange

- functions of a stock market
- types of shares
- shareholders / brokers

13. Banking

- types of banks, bank accounts
- bank services [loans, overdraft]
- bank cards

14. Methods of Payment

- foreign and home trade
- invoices and other shipping documents
- documentary credit

15. Some Basic Facts about Computers

- history of computers
- types of computers
- computers and their usage

16. Configuration

- What is a computer?
- computer hardware
- main parts of a computer

17. Inside a Computer

- CPU
- main memory
- units of memory

18. Input Devices

- input devices in the computer system
- types of input devices
- keyboard

19. Output Devices

- output devices in the computer system
- monitors
- types of printers

20. Storage Devices

- storage devices in the computer system
- types of storage devices and their usage
- hard disk

21. Main Types of Software

- system software, operating system
- system utilities [anti-virus programs…]

22. MS Word

- What is a word processor
- important features offered by word processors
- cut and paste technique

23. Electronic communication

- types of electronic communication
- online tools for communication
- telephone
- email

24. Internet

- history of the Internet
- usage of the Internet
- search engines
- social networking