

BUSINESS ENGLISH – 4. ročník

V hodinách Business English ve čtvrtém ročníku jsou probírána následující témata:

1. Job titles and describing jobs, job satisfaction, company departments,
2. Staff development and training
3. Corporate culture, a suitable company culture
4. Processes and procedures, verbs to describe processes
5. Company finances, finance vocabulary, a presentation by a finance director
6. Investments, shares and the stock exchange
7. Describing statistics, vocabulary to describe graphs, charts and trends
8. Advertising and marketing, distribution and delivery, selling your product abroad
9. Teamwork, team-building events, a presentation
10. Starting-up, financing the starting-up
11. Recruitment, preparing for a job interview, job applications
12. New product development, developing and launching a new product
13. Promotional activities and branding
14. Offshoring and outsourcing, explanation, advantages and disadvantages

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