



## Okruhy z anglického jazyka

Vzdělávací program  
Zaměření

**72-41-N/01 INFORMAČNÍ MANAGEMENT  
PODNIKOVÁ INFORMATIKA**

### 1. Looking for a Job

- job advertisement – criteria when looking for a job
- jobs suitable for your specialization, required skills and qualifications
- current situation in the labour market in the Czech Republic
- job application, CV (its aim, content, layout, supplements),  
job interview
- getting a job at home and abroad (pros and cons)

### 2. Communication

- definition, levels and means of communication, successful passing  
information / what helps us (interpersonal, mass, non-/verbal  
communication)
- problems of communication: Can we communicate with each other?  
Is it worth being good at communication and what does it mean to be  
good at it? Can we learn it? How? Why?
- professional communication in a company

### 3. Marketing

- marketing – characteristics, goals
- marketing mix, running a successful advertising campaign
- sales promotion, target audience – explain
- the influence of advertising on people

### 4. Medicine

- holistic and symptomatic approach in medicine
- health service in the Czech Republic
- health insurance in the Czech Republic
- first aid (including my own experience)

### 5. The Environment

- Why has the problem of the environment become so important?
- sorts of environmental problems and ways of their solution
- the biggest cities of the world – their situation and problems
- my personal contribution to protecting the environment

## **6. Culture**

- What is culture? Cultural differences – examples, culture shock.
- Is learning about other cultures important?
- company culture – its characteristic features
- ways of creating company image and relationship with a customer
- influence of company culture on recruitment and welfare of employees

## **7. Travel and Transport**

- “Travel broadens our mind.” – Is it worth going abroad?
- different reasons for travelling
- impact of tourism and its phenomena
- travel and transport in the 21st century

## **8. Education**

- role of education (the Czech educational system) and training in a career pursuit
- self-development and postgraduate education, internship
- re-qualification, e-learning
- foreign language studies, possibilities, ways and methods of learning foreign languages

## **9. Information and Technology, Computers and their Role in our Lives**

- computers – their impact on our private and professional lives (pros and cons)
- the advantages of connection to the network (LAN, WAN)
- science and technology development, important inventions
- information systems, data processing, creating databases
- hardware, software

## **10. The Internet**

- the World Wide Web - its characteristics and history
- its use (positives and negatives), search tools, services
- censorship – yes or no?
- impact of the Internet on companies

## **11. Commerce**

- history of trade, commodities
- shopping, consumption-oriented society (shopping addiction, shopping habits)
- wholesale, retail, direct sale, multi-level marketing, chain store, e-commerce
- financial services and possibilities of saving
- investing and borrowing money in the Czech Republic (including own experience and plans for the future)
- being a part of the EU

## **12. Relationships**

- family relationships, role of family, dating, marriage, parenting
- relationships at work
- socializing and important events in personal life
- working relationships, customer care

## **13. Crime and Society**

- sorts of crimes – characteristics
- protection against them, punishment, prevention
- death penalty – yes or no?

## **14. Management**

- different management styles, characteristics of a great manager
- time management, stress management
- company structure
- corporate culture (dress code, etc.)
- What does a manager do? (functions, roles and levels of management)

## **15. Our Lifestyle**

- the present lifestyle – What is it like?
- body and health
- the pressure – its causes and results, prevention (stress management)
- sports and pastimes – their role in our lives

## **16. The Press and Media**

- the social media language in the world
- sorts of media and their role in our everyday life, impact of media
- the press – famous newspapers, magazines and differences among them (design, contents, layout)

### **17. Information Systems in Companies**

- characteristics of information systems in companies
- information system components
- types of information systems
- information system security and control

### **18. Information and Knowledge**

- definition and types of data, information and knowledge
- relations among data, information and knowledge

### **19. Databases**

- database and database management system
- SQL
- database design

### **20. Processes and Projects**

- concepts of a process and a project, differences between them
- characteristics of processes
- types of processes and their importance