



Okruhy z anglického jazyka

Vzdělávací program
Zaměření

72-41-N/01 INFORMAČNÍ MANAGEMENT
SLUŽBY MUZEÍ A GALERIÍ

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?
- customer care in museums, professional communication with customers

3. Marketing

- marketing – characteristics, goals
- marketing mix, running a successful advertising campaign
- sales promotion, target audience – explain
- the influence of advertising on people
- museums as non-profitable institutions – ways of presenting and promoting museum services

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
- the role of museums in educational process

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
- impact of information technologies on museums

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 museums

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, visitor-curator 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.)
- museum management / organizational structure

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
- role of museums in our lifestyle

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. Museums and Galleries

- brief history, sorts of museums and their aims
- general description, layout
- state and private M + G - differences and common features
- M + G in our country and abroad (services, layout)

18. Management of Museums and Galleries

- financing of M + G
- promotion of M + G
- services provided by M + G
- exhibitions (sorts, notion, visitors,...)

19. Professional Staff in Museums and Galleries

- organizational structure and professions in M + G
- required education (general and specialized)
- your professional outlooks in state and private sphere

20. Information Technology Impact on Museums and Galleries

- changes caused by computerization of M + G
- the Internet and its impact on M + G
- mutual cooperation of M + G