Maturitní témata pro obor Podnikání (denní, dálkové studium)

1. Personality (personal characteristics, friends, friendship, family members, appearance, clothes, footwear and accessories), conflicts and problems, feelings and emotions, well-being.
2. Digital mind, technologies, science and scientists, gadgets, everyday use of computers, inventions and innovations.
3. Sports and games, sports competitions, people in sport.
4. The arts and media, culture, entertainment (types of TV shows, music, literature, films, plays), creative jobs.
5. Travelling and holiday activities (travel essentials, means of transport, air travel, travel problems, urban transport).
6. Food and drinks (diet and nutrition, restaurants, food consumption, typical food – English speaking countries, the Czech Republic).
7. Health, injuries, accidents and emergencies (grow food, eat well, be healthy, well-being and healthy life style, natural remedies, parts of the body).
8. Living and housing (rooms and furniture and decorations, interior and exterior of a house, teenagers’ room, household chores).
9. Education + schools (system) in the United Kingdom and the Czech Republic (subjects, stages of educational system, classrooms, technologies, school uniforms).
10. Shopping and fashion (shops and services, shopping places, advantages and disadvantages of shopping malls, buying presents, customer service, complaints).
11. Work and jobs (career prospects, workplaces, future jobs, part-time jobs, job application, CV, cover/motivation letter, personal statement, job interview, own strengths and weaknesses, volunteering).
12. Society – politics, crime (types of crime, law and justice, law and punishment). Good citizen – human qualities, elections/voting, consumers’ world, money – spending, habits).
13. Holidays and festivals, celebrations (English speaking countries, CR) – customs and traditions, history, habits – Christmas, New Year’s Eve, Thanksgiving, Halloween, Easter, St. Valentine, St. Patrick, 4th July, Independence Day and others.
14. Czech Republic – geography, population, big cities, culture, sport + Prague + big cities – location, traditions, sights, famous people.
15. Free time (culture – arts – books, films, music, games – sports) – typical activities in English speaking countries and in the Czech Republic. Teenagers and their interests, hobbies, preferences.
16. Everyday life – description of a typical week day, typical weekend, activities, food.
17. Everyday uses of computers - shopping, banking, offices, travel, health care, medical centres, industries, design manufacturing. Money issues (family finances, saving and banking, shopping and payment, taxes).
18. E-mail, e-services (E-government, electronic banking, e-Health, GDPR), E-commerce, electronic services (reasons of implementation x misused), data security (types of computer crimes + unwanted programs - malicious software e.g. spam, hoax, phishing, adware etc.), new trends (AI).
19. Company founding/establishment, management x leadership, rules and regulations, staff - company benefits. Jobs/work – salaries, wages, personal qualities. Money issues (family finances, saving and banking, shopping and payment, taxes).
20. Advertising (types and effects of adverts, methods of advertising, types of adverts I pay attention to) + PR + digital marketing - events, media, networking, publicity and advertising, social sites, campaigns - target audience, key words, image formatting, review analysis.