

**Maturitní okruhy z předmětu ANGLICKÝ JAZYK**  
**Školní rok 2025/2026**  
**Obor: Obchodní akademie**

**1. The Czech Republic and Prague**

**1.a Prague as the economic and business centre of the Czech Republic**

- Why is Prague important for business and economy?
- What is the Czech National Bank and what does it do?
- Can you name some important Czech or international companies located in Prague?
- How does tourism support Prague's economy?

**2. Great Britain and London**

**2.a London as a tourist and shopping destination**

- Why is London an attractive city for tourists?
- What are the most famous shopping streets and centres in London (Oxford Street, Harrods)?
- What can you buy there and what services do they offer?
- How does tourism and shopping support London's economy?
- Compare shopping in London with shopping in Prague.

**3. Mass media and communication**

**3.a Advertising and social media in business**

- What is advertising? What are the main forms (TV, radio, online, billboards)?
- Why do companies use advertising?
- How do social media help businesses to promote their products?
- What are the advantages and disadvantages of online marketing?
- Can you give an example of a successful advertising campaign?

**4. My Hometown**

**4.a Local businesses and services in my town**

- What important companies and shops are there in your hometown?
- What services do they provide?
- How do small and medium enterprises support the local economy?
- Can you name some international companies or supermarkets in your town?
- What are the pros and cons of having shopping centres in smaller towns?

## **5. Housing and living**

### **5.a Household budgeting and living costs**

- What are the main expenses of a family budget (housing, food, transport, leisure)?
- What is a mortgage? What are rents?
- What are the advantages and disadvantages of owning vs. renting a flat?
- What is the difference between living in a city and in the countryside (costs, opportunities)?
- How can families save money on daily expenses?

## **6. Health and diseases, healthy lifestyle**

### **6.a Health insurance and employee benefits**

- What is health insurance and why is it important?
- How does the health insurance system work in the Czech Republic?
- What are typical employee benefits (meal vouchers, Multisport card, health checks)?
- Why do companies invest in employee health and well-being?
- What are the pros and cons of employee benefits?

## **7. Society and problems of today's world**

### **7.a Economic problems: unemployment and inflation**

- What is unemployment and what types do you know?
- What problems does unemployment cause for individuals and for the state?
- What is inflation? Can you explain it in simple words?
- How does inflation influence everyday life (shopping, mortgages, savings)?
- How can governments and companies fight unemployment and inflation?

## **8. Internet, role, benefits, vlogging and social media**

### **8.a E-commerce and online business**

- What is e-commerce and how does it work?
- What are the advantages and disadvantages of online business?
- How do companies use social media for sales and marketing?
- Can you name some popular e-commerce platforms (Alza, Amazon, eBay)?
- What are the risks of online shopping for consumers and companies?

## **9. Shopping**

### **9.a Consumer behaviour and consumer rights**

- What is consumer behaviour? Why do people buy what they buy?
- What are the main factors influencing shopping (price, brand, quality, advertising)?
- What rights do consumers have in the Czech Republic (guarantee, return policy)?
- What is the difference between shopping online and in traditional shops?
- Can you describe your own shopping habits?

## **10. Traveling and transport, holiday, accommodation**

### **10.a Business trips and tourism industry**

- What is a business trip? Why do people go on them?
- How do companies organize and pay for business trips?
- What is the difference between business trips and holidays?
- Why is tourism important for the economy?
- Can you compare business travel in the past and today (paper tickets vs. e-tickets, online booking)?

## **11. Arts and culture**

### **11.a Creative industries, cultural tourism and events**

- What are creative industries (film, music, design, gaming, festivals)?
- How do culture and tourism create jobs and revenue?
- What is event budgeting (venue, staff, marketing, sponsors)?
- What ticket pricing strategies do organizers use (early bird, bundles, VIP)?
- Pros & cons of public funding vs. private sponsorship.

## **12. Eating habits in the Czech Republic and the UK/USA**

### **12.a Restaurant business and food services**

- How does a restaurant make money (costs vs. revenue: food, labour, overhead)?
- What is the difference between fast food, casual dining and fine dining?
- Ordering and payment options (POS, tips/service charge, delivery platforms).
- Supply chain basics (suppliers, logistics, inventory, food waste).
- Trends: healthy menus, sustainability, allergens, local sourcing.

## **13. Jobs and my future career**

### **13.a Careers in business: accounting, banking, marketing, logistics**

- What skills and qualifications are needed for these careers?
- What are typical entry-level positions and duties (assistant, trainee, clerk)?
- Certificates and exams (e.g., ECDL/ICDL, basic accounting, language certificates).
- Internship (pracovní stáž): benefits for students and employers.
- Career planning: SMART goals, upskilling, networking, LinkedIn.

## **14. Looking for a Job, Cover Letter, CV**

### **14.a Recruitment process and employment basics**

- How to write a clear CV and a short cover letter (structure, keywords).
- Where to find jobs (job portals, company websites, career fairs, networking).
- Interview types (phone, online, panel) and common questions.
- Employment contract basics (position, salary, working hours, probation).
- Employee rights & duties: notice period, benefits, confidentiality.

## **15. Sports and games**

### **15.a The business of sport: marketing, sponsorship, media**

- How do sports clubs earn money (tickets, TV rights, sponsorship, merchandise)?
- Sponsorship: why brands invest in sport; examples of activations.
- Event operations: budgeting, volunteers, security, risk management.
- Esports and fitness apps as growing markets.
- Social impact: community projects vs. commercialization.

## **16. Festivals and celebrations**

### **16.a Event management and budgeting**

- What are the main costs of organizing a festival or celebration (venue, staff, catering, marketing)?
- How do organizers earn money (tickets, sponsorship, merchandise, grants)?
- What is the role of municipalities and sponsors in cultural events?
- Advantages and disadvantages of free vs. paid entry.
- Examples of important festivals in the Czech Republic and abroad.

## **17. Schools and education in the Czech Republic and the UK**

### **17.a Economic and business education**

- Why is education important for career development?
- What subjects are taught at business academies?
- What is the difference between Czech and UK education (secondary schools, A-levels)?
- What role do internships and practical training play?
- Lifelong learning and retraining – why is it important in today's job market?

## **18. Hobbies and Free time activities**

### **18.a Leisure industry and entertainment business**

- How do people spend their free time today?
- What services belong to the leisure industry (cinemas, gyms, travel agencies, streaming)?
- How do companies earn money in the entertainment business (subscriptions, ads, ticket sales)?
- Advantages and disadvantages of digital entertainment vs. traditional activities.
- Trends in leisure: wellness, online platforms, eco-tourism.

## **19. Family and Personal Description**

### **19.a Family budgeting and financial literacy**

- What do the terms budget and budgeting mean?
- What are the main expenses in a family budget?
- Difference between fixed expenses and variable expenses.
- Why is saving important?
- What the emergency fund is and why is it important?

- Risks of debt and loans for families.

## **20. Weather, Climate, Environment**

### **20.a**

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