

## Tézy predmetu štátnej skúšky: – cudzí jazyk anglický

### 1. Management

- functions of management
- management styles
- management levels
- international business styles

### 2. Human resource management

- Recruitment (process of hiring employees, sources of candidates etc.)
- Training and development
- Performance management

### 3. Retailing

- Types of store retailing
- Non-store retailing
- Pricing strategies

### 4. Banking

- commercial banks
- investment banks
- central banks
- inflation, deflation

### 5. Franchising

- history of franchising
- different aspects of franchising agreement
- advantages and disadvantages of franchising (for a franchisor & for a franchisee)

## 6. Advertising

- product and corporate advertising
- stages of advertising
- advertising campaign
- types of advertising

## 7. Marketing

- definition of marketing
- different approaches to marketing
- market research and market opportunities
- market segmentation
- marketing mix (the 4 Ps & the 4 Cs)

## 8. Tourism

- definition of tourism
- types of tourism.

## 9. Hotel

- history
- hotel services and hotel facilities
- hotel types and classification

## 10. Travel agencies and tour operators

- difference between a travel agency and a tour operator
- responsibilities of TA & TO
- other jobs connected with tourism