ANGLICKO - ČESKÉ GYMNÁZIUM AMAZON

BUSINESS and MANAGEMENT

In addition to preparing students for Maturita, Business and Management is designed to be a comprehensive introduction to the business world. Understanding of economic systems at the macro and micro scale provide a background and context in which all other transactions take place. Learn how and why governments regulate trade. Understand what companies really are and how they are formed. to products, research, marketing, pricing strategies, and all aspects of corporate life. Our Business and Management course gives students a broad and solid foundation to pursue future business studies.

From lectures and presentations, to videos and tutorials, and using authentic articles and materials from the business world. Students develop understanding and critical awareness of the inner-workings and inter-workings of companies and the economy in general.

The Marketing Research project will lead students from the initial conception of a product, through development, securing funding for their idea, to marketing research and further to marketing and advertising their product within target markets. Culminating in a presentation to the group - much like a young company applying to a venture capital firm for further investment.

In addition to interactive lectures, students will synthesize authentic materials from a variety sources and be encouraged to self-discover the inter-related aspects of all facets of business. Guest presenters and interviews with professionals from various fields will provide additional in depth insight, grounding the concepts in real world application.

Business and Management is a fun, informative and rewarding class that provides students with firm fundamentals for future business study. However, they will also begin to understand and appreciate how that mobile phone ended up in their pocket, t-shirt on their back, and even sandwich in their stomach.

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Vyučovací předmět Business and Management je povinně volitelný předmět vyučovaný v anglickém jazyce. Vybrané předměty v angličtině jsou vyučovány od 2. ročníku a jejich nabídka vychází z humanitního zaměření školy, jež klade specifický důraz na angličtinu vyučovanou kvalifikovanými rodilými mluvčími.