

Requirements to pass the course Winter semester 2021

CVA/BKJA2

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Office hours: see IS

Studying material:

Compulsory: Textbook - Cizojazyčná příprava 2

Topics:

1. Marketing and Selling – Sales versus Marketing
2. Marketing and Selling – Advertising
3. Entrepreneurship – Entrepreneurs
4. Entrepreneurship – Business Organisation and People
5. Business Costs – Cutting Costs
6. Business Costs – Profit, Loss and Payment
7. Global Trade

Evaluation – 100 points

60% - the minimum percentage for obtaining the credit

1 Ongoing oral test – 20 points – topics: Successful meetings or Negotiating
- in seminars and online

2 Ongoing written test – 20 points
- online in Microsoft Teams

3 Written task – 10 points
– topic: writing a business email or a letter in 50 – 100 words – IS Odevzdávárna.
- deadline: 3.12.2021

4 Credit written test – 50 points
- deadline: January, February