

ANGOL GAZDASÁGI- ÉS ÜZLETI SZAKNYELV

ZÁRÓVIZSGA TÉTELSOR

1. **Basic Economic Notions:** GDP, GNP, supply, demand, money, inflation
2. **The Labour Market**
3. **International Trade I.:** Balance of Trade, Balance of Payments, Balance of Current Account, Balance of Capital account, L/C
4. **International Trade II.:** INCOTERMS, Trade barriers
5. **The Structure of a Company**
6. **Franchise**
7. **Business and the Environment**
8. **Insurance**
9. **Marketing I.:** Segmentation, Targeting, Positioning, Marketing mix, Market research, Pricing techniques and approaches
10. **Marketing II.:** Promotion, Advertising, media, PR, Personal Selling, Sales Promotion, Sponsorship, Direct Mail
11. **Securities**
12. **The Stock Exchange**
13. **Taxation**
14. **Banking**
15. **Globalisation**