

Themenbereiche für Matura/Externistenprüfung/BRP ab Sommer 2023

1. tourism
 - a. ecotourism / ecological impacts
 - b. cultural festivals
 - c. impacts of tourism (social, cultural, economic)

2. marketing
 - a. means and methods of advertising (strategies, e.g. product placement, AIDA, ...)
 - b. viral advertising
 - c. branding

3. international business and NGOs
 - a. perspectives of globalisation
 - b. corporate social responsibility
 - c. volunteering

4. companies
 - a. business etiquette and cultural awareness (peaches and coconuts)
 - b. customer relations and services
 - c. company profiles / young entrepreneurs (+ practice firm)

5. business matters
 - a. setting up a company
 - b. meetings and negotiations/ business etiquette
 - c. trade fairs (= alte Frage)

6. personal issues
 - a. work-life balance (stress, burnout, bore-out)
 - b. consumerism (e.g. Black Friday)
 - c. health and lifestyle

7. society and culture
 - a. social networks
 - b. current developments and trends (snail mail / email, video conferences, couch surfing, helicopter parents, emerging adults)
 - c. gender issues (working mum, glass ceiling, fathers at home, inequality of payment)

8. economy and ecology
 - a. environmental problems (pollutions, effects of climate change, carbon footprint)
 - b. fair trade / sustainability
 - c. going green (alternative sources of energy, hybrid cars, green office)

9. world of work
 - a. new ways of working (temporary jobs, internships, hot desking, job sharing, working from home, part-time, emerging adults, job hopping)
 - b. entitlement / change in attitude (role of work in life)
 - c. soft skills and managers
 - d. studying and working abroad (+ internships)

10. jobs and careers
 - a. job application and interviews (job ads, cover letter)
 - b. career and career planning (self-made millionaire)
 - c. corporate identity (dress code, CSR, codes of conduct, taboos, company codes, career ladder, power napping, incentives, corporate language, duvet days, loyalty)

Lehrwerke (eine Auswahl, NICHT VERPFLICHTEND!):

BEST SHOTS 4/5 HAK Verlag: hpt

BUSINESS IN CONTEXT 4/5 HAK/HUM Verlag: Veritas

FOCUS on Modern Business 4/5 Verlag: Veritas

English Unlimited 4/5 HAK /HUM Verlag: oebv

Murphy: English Grammar in Use 5th edition intermediate (B1, B2) Verlag: Cambridge UP (Standardwerk Grammatik) ISBN 978-3-209-11232-3

Oxford Practice Grammar: intermediate and advanced (G.Yule) oder ein ähnliches Grammatik-Übungsbuch