

УТВЪРДИЛ:.....  
Директор: инж. Снежана Връцова

Конспект за оформяне на годишна оценка на ученик  
в самостоятелна форма на обучение по ЧЕП – Английски език  
специалност Малък и среден бизнес (МСБ) за 12 клас

1. Elements forming economic relationships
2. Main partners in economic system
3. Market and market mechanisms
4. The concept economics
5. What is economic activity?
6. Forms of entrepreneurship
7. Types of entrepreneurship according to the area of application
8. Market information and market research
9. Market policy of the enterprise
10. Monetary system
11. Essence and structural levels of international marketing
12. Current trends in the international business development
13. International marketing mix
14. Marketing strategies in the international markets
15. International marketing and main spheres of activities
16. Trade deal
17. Trade deal contract
18. Execution and lack of execution of deal obligations
19. Types of trade deals according to the trade law
20. Reality and unreality of trade deals
21. Bank structure
22. Types of banks and bank operations
23. General characteristics of a trade bank
24. Trade bank payment intermediation
25. Bank crediting
26. Alternative forms of bank financing - leasing, factoring, forfeiting
27. Banks on the foreign exchange market
28. Banks on the stock exchange market
29. Money, valuables and papers depositing and saving in the bank
30. The enterprise communication
31. Management activities in relationship with communication

- 32. Communication strategy
- 33. Administrative ethics
- 34. Communicative culture
- 35. Verbal communication
- 36. Business communication on the phone
- 37. Career development
- 38. Job application and CV
- 39. Motivational letter and letter of reference

Изготвил : .....

Милен Петров