

Themenbereiche für die Berufsreifeprüfung	
Prüfungsgebiet:	Berufsbezogene Kommunikation Englisch Englisch einschließlich Wirtschaftssprache
Fachgruppe:	Englisch
Datum:	31.Jänner 2017

Nr.	Themenbereiche	Stoffgebiete
1	Trade	retail trade, wholesale trade, e-commerce, etc.
2	Business Organisation and Development	sole trader, company structure, business start-ups, franchising, multinationals etc.
3	Management and Entrepreneurship	management styles, leadership, quality management, business etiquette etc.
4	The Working World	Job application, job motivation, stress, team work, etc.
5	Marketing and Advertising	marketing objectives, market research, marketing strategy, marketing mix, product placement, targeting, promotion, brands etc.
6	Environment	protection of the environment, recycling, global warming, alternative energy etc.
7	Communication for Business	communication techniques, enquiries, offers, orders, payment, complaints, reminders etc.
8	Banking	bank services, microcredits, credit cards, etc.
9	Travelling and Tourism	holiday destinations, airlines, accommodation, means of transport, Austria as a tourist country etc.
10	Media	social networks, new technology, print media, etc.
11	Ethics	business ethics, cultural diversity, Fair Trade, NGOs, etc.
12	Social Issues	health, GM, addictions, eating disorders, obesity, debts, sports etc.