



OBCHODNÍ AKADEMIE

Praha 2, Vinohradská 38

Projekt OPPA

CZ.2.17/3.1.00/34171



Evropský sociální fond. Praha & EU: Investujeme do vaší budoucnosti.

<i>Název exkurze</i>	Prague with English II – banking & money		
	Typ: jazyková, ekonomická, památková; 11 zastávek		
<i>Organizace</i>	Začátek: náměstí Republiky Konec: Národní muzeum	Náklady: á 35 Kč Délka: 2 km, 1½ + 1 h	
<i>Hlavní pojmy</i>	Kotva, Palladium, nákupní centra, Obecní dům, Prašná brána, Česká národní banka, Na Příkopě, nejdražší ulice, Václavské náměstí, Baťa, největší firmy, ochranné prvky bankovek, Western Union, kurzovní lístek, palác Lucerna, hotel Alcron, průvodce Michelin, Komerční banka, největší banky, hotel Jalta, pětihvězdičkové hotely, pomník sv. Václava, Národní muzeum, Nová budova NM		
<i>Přílohy</i>	Itinerář CZ, Metodické pokyny		

č.	přesun	zastávka	výklad (osnova)	jména studentů
1	SRAZ: výstup metra B před Palladiem	před Palladiem	<p>Shopping centres</p> <ul style="list-style-type: none"> – When was the <u>Kotva</u> shopping centre built and what is unique about it? How was its role in the past? Which other older shopping centres in Prague do you know? – When and by rebuilding of what was the <u>Palladium</u> shopping centre built? How many floors and shops does it have and which shops are the largest? Which other modern shopping centres in Prague do you know? How would you manage prosperity of the Kotva in the competition with the Palladium? 	
2	přes náměstí směr Příkopy	před Prašnou bránou	<p>Republic Square (náměstí Republiky)</p> <ul style="list-style-type: none"> – In which architectural style was the <u>Municipal House</u> built and what is its purpose? What historical event is commemorated by the plaque on the corner? – Which architectural style represents the Powder Tower and what was its function? What means the term “The Royal Route”? – In which architectural style is a front façade of the <u>U Hybernů Palace</u>? What was the purpose of the palace then and now? What performances are on nowadays? <p>Czech National Bank (Česká národní banka)</p> <ul style="list-style-type: none"> – When was the <u>building</u> of the Czech National Bank built and what statue is on the top? What is exhibited at an exposition called “People & Money”? – What is the <u>role and mission</u> of the ČNB and which monetary policy instruments are they using? How is called ČNB’s supreme governing body and its leader? – What is the situation regarding the introduction of the <u>euro</u> in the Czech Republic? Where is the seat of the European Central Bank? 	

3	ulicí Na Příkopě	před pasáží Černá růže	<p>Na Příkopě</p> <ul style="list-style-type: none"> – What is the origin of the <u>name</u> “Na Příkopě” and what border led here? Why is this street the most expensive in the East-Central Europe? How much is here the average annual rent per 1 m²? What famous brands have its places of business here and what are they dealing with? – What other prestigious shopping streets in Prague do you know? – Where are the most expensive streets <u>in the world</u>? 	
4	ulicí Na Příkopě, vlevo na Václav. náměstí	před Baťou	<p>Wenceslas Square (<i>Václavské náměstí</i>)</p> <ul style="list-style-type: none"> – When was the Wenceslas Square <u>founded</u> and what was its former name? How long is the square and why is its lower part called “Můstek”? – Which architectural styles represent <u>buildings</u> of the hotel Ambassador, Koruna Palace, Palace of ČKD, House by the Golden Beehive, Old Town Market and Euro Palace? 	
			<p>Baťa</p> <ul style="list-style-type: none"> – Who, when and where established the <u>Baťa</u> company? Where is the Baťa’s headquarters and in how many countries does it have its shops? In which architectural style were Baťa shopping centres usually built? – Do you know another successful <u>pre-war</u> companies from the Czechoslovakia? – What <u>current</u> companies have the largest annual turnover in the Czech Republic? Which Czech industry is now the most important? 	
5	průchod vedle Bati, na Jungm. náměstí, vlevo do zahrady	lavičky ve Františkánské zahradě	<p>Tourism & finances</p> <ul style="list-style-type: none"> – How are called four columns at the <u>currency exchange rate</u>? Which column do you use, when you want to buy US dollars? Which column does a tourist, who wants to buy Czech crowns for a dollar cheque, use? What kind of commissions can be set up? – Which <u>currencies</u> are commonly exchanged in our exchange offices? What is the current exchange rate from euros and US dollars to Czech crowns? Is more favourable to do exchange in a bank or in an exchange office and why? 	
			<ul style="list-style-type: none"> – Which <u>security features</u> can you show on the Czech banknote? Which security features are used on the euro banknotes? – What is the <u>Western Union</u>, and how is it used? For which situations is this service convenient and what is its disadvantage? – How much does the <u>Prague Card</u> cost and which services are included? Which discount cards can young people use? 	
6	pasáží Světový, přes Vodičkovu, do pasáže Lucerna	pod obrátcem koněm	<p>Lucerna Palace (<i>palác Lucerna</i>)</p> <ul style="list-style-type: none"> – When, by whom, how and in which architectural style was the <u>Lucerna Palace</u> built? Who was the most famous member of the family who owns the palace? How many floors does the palace have and what was its intended purpose? 	

			<p>What cultural venues are here? How do you perceive (<i>understand</i>) the statue by David Černý? – What other <u>passageways</u> are near the Wenceslas Square?</p>	
7	pasáží do Štěpánské, tam vpravo	u hotelu Alcron	<p>Hotel Alcron</p> <ul style="list-style-type: none"> – When and in which architectural style was the <u>Alcron</u> built and what is the origin of its name? Why is this hotel important in the history of the hotel industry in Prague? What is the hotel chain under the Alcron belongs to? – When was the <u>Alcron restaurant</u> awarded with a Michelin star? How does the Michelin Guide work? What other restaurant in Prague has this award? 	
8	zpět a na Václavské náměstí	lavičky naproti KB	<p>Hotel Jalta</p> <ul style="list-style-type: none"> – When and in which architectural style was the hotel Jalta built? Which rarity may hotel guests visit in its basement? – What other <u>five-star</u> hotels are on the Wenceslas Square? What other hotels in Prague are the most famous? How much is the average price for the night in a five-star hotel? – Which <u>bookstore</u>, the largest one, has its store next to the hotel and how many floors it has? What other bookstores can you find on the Wenceslas Square? 	
			<p>Komerční banka</p> <ul style="list-style-type: none"> – When was the <u>Komerční banka</u> established and who (which banking and financial services company) is its owner? – Which bank in the Czech Republic has the largest turnover and who is its owner? Which other large banks in the Czech Republic do you know? Which new bank caught the attention with TV commercials? 	
9	náměstím nahoru	před sochou sv. Václava	<p>National Museum (<i>Národní museum</i>)</p> <ul style="list-style-type: none"> – When and in which architectural style was the <u>National Museum</u> built? Which expositions the museum has? Which change does the building now undergoing? – Who made the <u>St. Wenceslas monument</u> and how is this monument important? What is the name of other four patron saints on the monument? – Which act of heroism is commemorated by the <u>memorial</u> in the pavement near the National Museum? 	
10	podchodem u Muzea, ven vlevo	před Novou budovu NM	<p>New building of the National Museum (<i>Nová budova NM</i>)</p> <ul style="list-style-type: none"> – When, in which architectural style and for what purpose was this <u>building</u> built? How was this building later enlarged by quite original way? What other three purposes the building has during its history? – Which famous <u>avenue</u> begins with this building as street number? What place did Kralovské Vinohrady used to take among Bohemian cities in terms of population? 	
11	dovnitř muzea	==	<p>INDIVIDUAL VISIT OF THE “MONEY” EXHIBITION</p> <ul style="list-style-type: none"> – 29th November 2013 – 15th July 2014 – open daily from 10 a.m. to 6 p.m. – admission: 110 CZK, reduced 75 CZK, school groups 35 CZK 	

Konec