

# **Programma finale a.s.2020/2021**

## **LINGUA STRANIERA INGLESE**

### **Classe VA Ragionieri ( Amministrazione,Finanza e Marketing )**

#### **Module 1: reasons for business**

- The purpose of the business activity
- Needs and wants
- Goods and services
- The world of production
- The role of entrepreneurs
- Business plan
- The product's life-cycle
- Commerce and trade
- E-commerce
- The distribution channels
- Demand and supply

#### **Module 2 : business organisations**

- Private and public sectors
- A business start up
- Comparing business activities
- How enterprises can grow
- Sustainability projects
- Private sector: crowdsourcing

#### **Module 3: working in a company**

- The importance of motivation
- Types of remuneration
- The organisational structure
- Hierarchy
- The role of managers
- Identifying leadership styles
- Business meetings

#### **Module 4: recruitment,job applications and work**

- Recruiting people
- Job classified advertisements
- The CV
- The cover letter
- Facing a job interview
- Employment contracts

## **Module 5: business communication**

- Forms of business communication
- Written communication
- Oral communication
- Visual communication (graphs / tables / charts )

## **Module 6 : business transactions**

- Business transactions
- Layout of formal business letters
- Enquiry and reply to enquiry
- Shipping goods and documents

## **Module 7 : transport**

- The role of geography
- Transport in national and international trade
- Means of transport
- Types of packing
- The role of carriers
- Transport documents
- INCOTERMS
- Dealing with other documents

## **Module 8 : banking,finance,insurance**

- Banks: main functions and types of banks
- Central banks: Bank of England / Federal Reserve System (USA)
- Ethical banking
- Microcredit
- Credit unions – microfinance
- Unbanked
- Cooperative banks
- M-banking
- Banking services to individuals and companies
- Smart cards : debit-credit pre-paid cards
- Overdraft /leasing/factoring/forfaiting
- Banking security measures: data theft /cyber ransom/ phishing
- Finance
- Lack of “Cash flow “ affecting companies' performance
- John Stuart Mill: utilitarian theory
- John M. Keynes: Keynesian economics
- Marcora Law: workers' “buy-out “in UK
- The most influential Trading Blocks
- Methods of payment: national-international trade
- On-line payment: PayPal system
- Virtual money: cryptocurrency / Bitcoin
- The Stock Market : primary and secondary market
- Securities / shares/ debentures /bonds

- Main trends / indexes
- NASDAQ / Dow-Jones
- London Stock Exchange: FTSE 100 index “ Footsie” ( history and origins)
- Traditional trading and electronic Stock Market
- Authorised dealers: brokers / jobbers
- Monitoring trading market: FSA -Financial Services Authority in UK  
SEC -Security and exchange Commission federal agency in US
- Financial “Spread”
- Fraud and speculations in the Stock Market
- Main worldwide financial crises
- Insurance market system
- Lloyd's of London: history and origins

### **Module 9 : marketing**

- Marketing and selling
- The marketing mix
- Market segmentation
- Mass marketing and niche marketing
- Marketing research
- Marketing strategies
- Neuromarketing: “scent “marketing / product placement
- Advertising media

### **MODULE 10: CIVIC EDUCATION**

**United Nations: Human rights declaration**

**AGENDA 2030 ( 17 goals ): analysing the main social issues related to some of the goals**

**no-poverty / reduced inequality / education /gender equality**

### **STRUMENTI UTILIZZATI**

Libro di testo: C.Urbani-A.Marengo-P.Melchiori **GET INTO BUSINESS**  
Ed. Rizzoli Languages

E' stato inoltre usato materiale autentico desunto da articoli di quotidiani e riviste, siti internet (TED talks), per svolgere esercitazioni di ascolto,video (YouTube), lettura e comprensione di testi.

Alba,15 maggio

L'insegnante: Prof.ssa Daniela Sensini