

**ISTITUTO ISTRUZIONE SUPERIORE "L. EINAUDI" – ALBA
ANNO SCOLASTICO 2020/2021**

Classi 5[^] B Rim

DISCIPLINA: INGLESE

PROGRAMMA SVOLTO

Insegnante: Francesca Sitia

CONTENUTI COMMERCIALI (ESP: English for special purposes)

Module 1: Revision

- Business activities and sectors
- Distribution channels
- Sole traders
- Partnerships
- Limited companies
- Franchising
- Cooperatives
- Multinationals
- Mergers
- Acquisitions
- Takeovers
- Joint ventures
- A business startup
- Sustainability: a mission for companies
- Fair Trade

Module 2: Marketing

- The difference between marketing and selling
- The marketing mix
- Market segmentation
- Mass marketing and niche marketing
- The role of market research
- Marketing strategies and techniques
- Advertising media

Module 3: Recruitment, job applications and work

- Recruiting people
- the CV
- the Cover letter
- Facing an interview

Module 4 :Transport

- The role of geography
- Means of transport
- Types of packing
- Transport documents
- Incoterms
- Trading Blocs

Module 5: Banking, finance, insurance

- Banks
- Banking services
- Methods of payment
- Finance
- The Stock Exchange
- Insurance

Module 6: Business transactions

- Business transactions
- Enquiry and reply to enquiry
- Emails

RISORSE/MATERIALI

- Testo di ESP: “**Get into business**”, di C.Urbani/ A.Marengo/ P.Melchiori – Ed. Rizzoli
- Dispense/fotocopie a integrazione del programma
- Sussidi multimediali disponibili (Lavagna interattiva LIM)
- Siti didattici (Oxford, BBC, ecc.)

Alba, 11/06/2021

L'insegnante
Francesca Sitia