

Programma a.s.2021/2022

LINGUA STRANIERA INGLESE

Classe VB 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
- Finance
- Lack of “Cash flow “ affecting companies' performance
- Marcora Law: workers' “buy-out “in UK
- The most influential Trading Blocks
- Methods of payment: national-international trade
- On-line payment: PayPal system
- The Stock Market : primary and secondary market
- Securities / shares/ debentures /bonds
- Main trends / indexes
- NASDAQ / Dow-Jones
- London Stock Exchange: FTSE 100 index “ Footsie”
- Traditional trading and electronic Stock Market

- Authorised dealers: brokers / jobbers
- Insurance market system
- Lloyd's of London

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 (2 ore)

United Nations: Human rights declaration

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 2022

L'insegnante: Prof.ssa Daniela Sensini