

Libro di testo: 'Get into business'. Autori Angela Marengo, Paola Melchiori. Rizzoli Language

Module 1 : business organizations

Types of business activities

How enterprises can grow

A business start up

Crowdfunding

Module 2: working in a company

The importance of motivation

Types of remuneration

The organisational structure

Hierarchy

The role of managers

Identifying leadership styles

The gig economy

Module 3: business communication

Forms of business communication

Written communication (essay, report, article)

Oral communication (talking on the phone)

Visual communication (how to describe graphs, tables and charts)

Module 4 : marketing

Marketing and selling

The marketing mix

Market segmentation

Mass marketing and niche marketing

Marketing research

Marketing strategies

SWOT analysis

Advertising media

Module 5: transport

The role of geography

Transport in national and international trade

Means of transport
Types of packing
The role of carriers
Transport documents
Incoterms
The main trading blocks and international organizations
Dealing with other shipping documents

Module 6 : business transactions

Business transactions
Layout of formal business letters
Writing emails and Netiquette

Module 7 : banking,finance,insurance

Banks: main functions and types of banks
Banking products and services
Central banks
Ethical banking
Microcredit and microfinance
Digital banking security
Cryptocurrencies
Methods of payment: national-international trade
The Stock Market
Main trends / indexes
Insurance market system

MODULE 8: CIVIC EDUCATION (3 ore)

The EU and its main institutions, Euroscepticism, Brexit and the Irish Backstop (5 ore)

CLIL MODULE: Business plan and marketing plan (6 ore totali)