

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

**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)  
Oral communication (talking on the phone)  
Visual communication (graphs)

**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  
Dealing with other shipping documents

**Module 6 : business transactions**

Business transactions  
Layout of formal business letters  
Writing emails

**Module 7 : banking,finance,insurance**

Banks: main functions and types of banks  
Banking products and services  
Ethical banking  
Cryptocurrencies  
Methods of payment: national-international trade  
The Stock Market  
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)