

**ISTITUTO ISTRUZIONE SUPERIORE "L. EINAUDI" – ALBA  
ANNO SCOLASTICO 2023/2024**

**Classe 5C DISCIPLINA: INGLESE**

**INSEGNANTE: Sitia Francesca**

MODULE 1: revision module

Production and factors of production  
Sectors of production  
The supply chain  
Deindustrialization  
Economic systems  
The public sector

MODULE 2: global trade

Commerce and trade  
International trade  
E-commerce  
Inequalities in trade, fair trade  
Trade alliances  
Protectionism

MODULE 3: business structures and organization

Business structures  
Business growth  
Multinational corporations  
Relocation of business  
Changes in the work patterns

MODULE 4: marketing and advertising

The marketing concept  
Market research  
The marketing strategy  
The marketing mix  
Branding  
Digital marketing and methods  
Types of advertising  
Advertising media  
Digital advertising

MODULE 5: banking and finance

Banking today  
Banking services for businesses  
Sources of finance  
Ethical banking  
Unbanked  
Microcredit  
Payment methods: open account, bank transfer, B/E, L/C, payment in advance  
Stock exchanges and indexes

MODULE 6: Logistics and insurance

Logistics  
Transport  
Modes of transport  
Trade documents: invoice, packing list, Incoterms  
Insurance  
Trade and insurance documents: CIM, B/L, AWB, certificate of insurance

MODULE 8: civic education  
The European Union and its main institutions, the Euro - a single currency, Brexit,  
Agenda 2030

31/05/2024

L'insegnante  
Francesca Sitia