

ISTITUTO DI ISTRUZIONE SECONDARIA PRIMO LEVI DI QUARTU SANT'ELENA

PROGRAMMA DI INGLESE SVOLTO NELLA CLASSE 5<sup>A</sup> A / AFM NELL'ANNO SCOLASTICO 2017 - 2018

DALL'INSEGNANTE TERESA ATZENI

LIBRO DI TESTO: P. FIOCCHI – D. MORRIS, THE BUSINESS WAY – CULTURE FRAMES, ZANICHELLI

FILE 2: THE BUSINESS WORLD

Section 1: Business theory:

**Business organizations**

- Introduction
- Sole trader
- Partnerships
- Limited companies
- Cooperatives
- Franchises

**The growth of business**

INTEGRATION

- Mergers
- Takeovers and Acquisitions
- Joint ventures

MULTINATIONALS

FILE 3: THE WORLD OF MARKETING

Section 1: Business theory

**Marketing**

- The marketing concept
- The marketing process
- Market segmentation

-Market research

## METHODS OF MARKET RESEARCH

-The marketing and the four Ps

PRODUCT PLACE

PRICE PROMOTION

## FILE 6: FORWARDING GOODS

Section 1: Business theory

### **Insurance**

-What is insurance?

-Marine insurance

### **Transport**

-Introduction

-The choice of transport

-Freight forwarders

-Transport by land

-Transport by water

-Transport by air

-Documents of carriage

### **Packing**

Packing

Containerisation

Labelling

The packing list

Section 3: Business communication

### **Modification or cancellation of orders**

### **Complaints and replies**

-Complaints

-Replies to complaints

## FILE 7: MAKING PAYMENTS

### Section 1: Business theory

#### **Banking**

-What are banks?

-The history of banking

-The banking system (The Central Bank - Main types of banks and financial institutions in the UK)

#### BASIC BANKING SERVICES TO BUSINESSES

##### BANK ACCOUNTS

-Current accounts (Standing orders - Direct debits - Credit transfers - Cash cards or switch cards - Credit cards or cheques)

-Deposit accounts

##### LOANS

-A loan

-A mortgage

-An overdraft

#### OTHER BANKING SERVICES TO BUSINESSES

-Factoring

-Export financing

-Credit financing

-Confirming

-Exchange risk cover

-Leasing

-Advice

L'insegnante

Teresa Atzeni

Gli alunni