

LIBRI DI TESTO:

"Mind your business" di Ciaffaroni Ed. Zanichelli

"Deep into the topic" di C. Medaglia, M-Seiffarth Ed. Loescher

CONTENUTI COGNITIVI

Ripasso delle strutture morfo-sintattiche di base

BUSINESS ENGLISH

How to write a curriculum vitae

Covering letter

Internship

Job interview

Useful language

Business communication:

Lay out of a business letter-mail

Enquiry/reply/order

Useful language

Definition of business

Commerce and trade

Types of trade

E-commerce

Marketing:

The marketing process and concept

Marketing research

Marketing strategy

The four Ps (product/price/place/promotion)

E-marketing

Advertising:

Definition

Types of Ad

Methods of advertising

Analysing the elements in the advertisement

CULTURE - SOCIETY - LITERATURE

Human rights

Nelson Mandela

Rosa Parks

M.L.King

Visione del film in lingua originale "Invictus"

Migration

Why people migrate

Migration nowadays

"If" a poem by R. Kipling

Docente Prof. Roberta Masia