

I.T.S.S.E.T. "Emanuela Loi"
Programma di Lingua Inglese
Classe IV AS A. F. M.
A.S. 2018/2019
Prof.ssa Rosanna Buono

Libro di testo: *In Business* di F. Bentini, B. Richardson, V. Vaughan, ed. Pearson con l'integrazione di fotocopie fornite dall'insegnante.

BUSINESS THEORY

Commerce and E-commerce

- Commerce and trade;
- Channels of distribution;
- The four factors of production;
- The chain of production;
- Types of economy;
- The Internet revolution;
- E-commerce;
- Types of online business activities.

Business organization

- Franchising.

Transport

- Transport modes;
- Forwarding agents;
- Insurance;
- Packing.

Banking

- Banking services to businesses;
- Accessible banking;
- Methods of payment.

Finance

- The Stock Exchange;
- Who operates on the Stock Exchange;
- The London Stock Exchange;
- The New York Stock Exchange.

Marketing and advertising

- Marketing;
- Market research;
- The marketing mix;
- Online marketing;
- Advertising;
- The power of advertising;
- Trade fairs.

CULTURAL PROFILES

- United Kingdom (Land and climate);
- The UK government.

Revisione delle principali strutture grammaticali della lingua inglese considerate nella loro funzione globale.

La docente

Gli studenti

Firma:

Firma: