

Lingua inglese

ANNO SCOLASTICO 2009-2010
CLASSE V IGEA

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Materiali didattici:

B. BETTINELLI BACKHOUSE, *Gateway to Business English*, Milano, Lang ediz., 2006.
Fotocopie da F. Bentini et al., *New Economy. Commercial Interests*, London, Longman, 2004.

Grammar Revision

Module 1: THE WORLD OF BUSINESS

- Sectors of economic activity: primary, secondary, tertiary sectors
- Trade and commerce: the channels of distribution, the business transaction (see *New Economy. Commercial Interests*, Longman)
- Economic systems: free market, centrally planned economy, mixed economy, privatisation
- Business Correspondence: letter, e-mail, fax.

Module 2: MARKETING AND ADVERTISING

- Marketing, marketing segmentation, market research, the marketing mix
- Advertising, the power of advertising, the channel of promotion, types of advertisement, online advertising
- Business correspondence: *unsolicited offer, enquiry*

Module 3: E-COMMERCE

- A brief history of the Internet, how the Internet works
- Pre-Internet e-commerce, the advent of the Internet
- Benefits of online trading, disadvantages of online trading
- Business correspondence: *orders*

Module 4: MEDIA

- Media in the UK
- Media in the USA

Module 5: TRADING IN THE GLOBAL VILLAGE

- International trade and the balances of payments and trade
- The World Trade Organization (WTO)
- Globalisation, transnational corporations, anti-globalism