

PROGRAMMAZIONE
A.S. 2009-10
INGLESE
CLASSE 4^A az.le
Prof.ssa Antonella Ricaldone

Module 1

INTRODUCING BUSINESS

- Why business??
- Business correspondence
- The layout of a letter
- Steps of a business transaction

Module 2

COMPANIES AND PRODUCTS

- Company presentation
- Vocabulary
- Advertising
- Structures of organisations
- What is franchising?
- Phone calls and and business contacts
- Enquiries and replies to enquiries
- Further practice

Module 3

BUYING AND SELLING

- Fairs an exhibitions
- Doing business on the web
- Phone calls and business contacts
- Ordering on the phone
- Orders and execution of orders

Module 4

MARKETING AND LOGISTICS

- Marketing
- The history of marketing
- Marketing mix
- Distribution or logistics?
- Transport methods
- Shipping the goods
- Talking about delivery and transport
- Agents or distributors?
- Insurance
- Advice of dispatch and safe delivery
- Letter writing

Module 5

PAYMENTS AND BANKS

- Banking
- Services offered by banks
- Major banking services: current accounts, credit cards, loans
- Payments in international trade
- Incoterms 2000
- Phone calls and business contacts
- Handling complaints
- Business correspondence: payment
- Complaints and replies
- Letter of complaint
- Further practice

Module 6

LOOKING FOR A JOB

- Employment or self employment?
- Job profile
- Job advertisements
- Writing a curriculum vitae
- Covering letters
- Getting ready for interviews

Module 7

THE EUROPEAN UNION

- Overview – Member states
- The EU and mobility
- Main institutions
- History
- Economy
- Geography
- The environment
- EU languages

Module 8

THE USA

- The United States of America: the land
- The United States: population in transition
- The USA economy
- The USA political institutions
- Education in the USA