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PROGRAMMA : Lingua e Civiltà Inglese

Anno Scolastico 2022/2023

Prof.ssa Cristiana Falcoz

Classe: 5E AFM

Ore : 3

Business Theory

The Business world

Business structures (sole traders, partnerships, limited companies, cooperatives, franchising)

Business growth (takeover, merger, joint venture)

Co-branding, joint venture co-branding, multiple sponsor co-branding

Marketing

The marketing concept

The marketing process

Market research, methods of market research

Marketing strategy: STP

The marketing mix (product, price, place, promotion)

Marketing services

Digital marketing

Advertising

Advertising media

The imperative, adjectives

Taking part in market research

Focus groups

Enquiring

Foreign trade terms

Delivery

Risk assessment



Payments

Methods of payment (open account, bank transfer, clean bill collection, documentary collection, letter of credit, payment in advance, What is Bitcoin, PayPal)

Ordering

International trade documents (invoice, pro-forma invoice, commercial invoice, e-invoice, packing list)

Customs procedures (trading within the EU and outside the EU)

Delivering goods

Logistics

Transport by land (by road, pipelines, railways)

Transport by water sea, rail, air, pipeline)

Documents of carriage (the consignment notes, the railways consignment note, the air waybill, the bill of lading)

Transport by air

Insurance

Types of business insurance

Marine Insurance

Business Correspondence

Enquiries

E-mail enquires

Written enquiries: phraseology

Replies to enquiries

Written replies to enquiries (positive and negative ones)

Quotations

Placing an order

Replying to and modifying an order

Orders and packaging

Orders

Written orders

Online orders

Written replies to orders

Phraseology

Modification and cancellation of orders

Case Studies



Case Study: Diesel (pag.101)
Case Study: Danone (pagg.22-23)

Videos from Youtube

Grameen Danone Food Project
Yunus the banker of the poor
Diesel and Renzo Rosso
A work meeting
The marketing mix
How Marlboro changed advertising for ever
Marketing color psychology: use colors to win customers
Incoterms for beginners
International trade
Demonstrating intermodal containerized transport in North Europe

Educazione Civica

TED TALKS : “What if a single human right could change the world? “By Kristen Wenz (Legal Identity)

Actively Learn: “Separate but not equal: Women in the Arab world.”

Textbook : Business Plan Plus
Philippa Bowen and Margherita Cumino

Dea Scuola - Petrini

Prof.ssa Cristiana Falcoz _____

Studente_____

Studente_____

Trieste, 11 maggio 2023