

PROGRAMMA INGLESE QUARTE ITE SIA

Libro di testo Business Expert ed. Pearson

Section 1 UNIT 2 BUSINESS ORGANIZATIONS

Business Organizations

How Businesses grow

Multinationals

Business in the current economic climate

The international organization of a business

Section 1 UNIT 3 BANKING AND FINANCE

Banking services

Online banking

The Stock Exchange

Financial crises

Section 1 UNIT 4 THE MARKET AND MARKETING

What is marketing

Market research

E-marketing

Market position: SWOT analysis

Section 1 UNIT 5 THE MARKETING MIX

The four Ps

Section 2 UNIT 1 JOB APPLICATIONS

The job interview

Finding job vacancies

Analysing job interviews

Analysing and writing a covering letter

Understanding and writing a CV

Cultural awareness in a job interview

Section 3 UNIT 2 HISTORY

The making of UK

The making of the USA