

PROGRAMMA INGLESE QUARTE ITE AFM

BUSINESS ORGANIZATIONS Business Organizations

How Businesses grow

Multinationals

Business in the current economic climate

The international organization of a business

BANKING AND FINANCE Banking services

Online banking

The Stock Exchange

Financial crises

ECONOMICS

Working in a globalized world

A brief history of booms and slumps

The employment crisis

THE MARKET AND MARKETING What is marketing

Market research

E-marketing

Market position: SWOT analysis

THE MARKETING MIX The four Ps