

PROGRAMMA INGLESE QUARTE ITE SIA

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

THE MARKET AND MARKETING What is marketing

Market research

E-marketing

Market position: SWOT analysis

THE MARKETING MIX The four Ps

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