

PROGRAMMA DI LINGUA - Docente: Donata Pellizzari

Testo adottato: "In business" Digital Edition – F. Bentini, B. Richardson, V. Vaughan – Ed. Pearson Longman

BUSINESS THEORY	BUSINESS COMMUNICATION	PAGE(S)	PERIOD
Commerce and e-commerce: Business and trade, channels of distribution, the four factors of production, the three sectors of production, types of economy, the internet revolution, e-commerce, types of online business activities		p.12-26	
Business organization: the organization of business, the growth of businesses, franchising, multinationals,		p. 27-40	
What is a Startup			
	The business transaction: speaking business, writing business	P154-168	
International trade: foreign trade, balance of payment, documents, incoterms		p.42-53	
	Enquiries and replies: oral and written enquiries	p. 189-208	
	Offers and replies: positive and negative replies	p. 209-216	
What is the World Trade Organization		p. 288	
The organization of the EU		p. 368	
Transport: transport modes		p-60-67	
Banking		p.76-90	
Finance: the stock exchange		p.95-103	
Marketing and advertising: market research, the marketing mix, online marketing, advertising, trade fairs,		p.107- 117	
	Orders and replies: orders, modification, cancellation, acceptance	p. 222-236	
	Complaints and replies: lexis and phraseology	p.247-256	
Globalisation: advantages and disadvantages, economic globalization, outsourcing and offshoring		p.142-146	

o Some readings taken from the net (www.huffingtonpost.com; www.businessinsider.com) on Brexit


