

prof.ssa Maria Teresa Rivabella

**Dal libro di testo: Gilberto Zani Anna Ferranti Alun Phillips
YOUR BUSINESS PARTNER
21st-Century Skills and Culture**

**In modalita' dad: uso delle piattaforme Hub scuola e Bsmart
Da fonti online**

Business communication:

Steps in a business transaction

- First contacts in business
- Understanding and writing enquiries
- Replying to enquiries
- Request for services: making and replying to an enquiry
- The proforma invoice
- Quotations via the Web
- Placing orders
- Order forms
- Ordering goods
- Online orders
- Sending an invoice

Business Theory

Unit 1 UNIT 1 • THE FRAMEWORK OF BUSINESS

- The production process
- The factors of production
- Commerce and trade
- Trade
- Distribution channels
- Wholesalers and retailers
- The impact of digital technologies on business
- The five component of digital transformation
- Building the green economy
- Airbnb: the story behind the \$1.3BN room-letting website

Unit 2 HOME AND INTERNATIONAL TRADE

- The contract of sale
- Import / Export
- Visible and invisible trade
- The balance of trade and the balance of payments
- Trade restrictions
- Incoterms

Unit 3 BUSINESS ORGANISATIONS

THREE TYPES OF ECONOMIC SYSTEMS

- Private and public enterprises
- Sole traders
- Partnerships
- Limited compagnie
- Types of limited companies
- Organisation of a limited company
- Cooperatives
- Multinationals
- How businesses grow
- Types of business integration

UNIT 4 PRINCIPLES OF MARKETING

- The role of marketing
- Market research: Questionnaires, Surveys, Interviews, Field trials, Focus groups
- Market segmentation: Age, Gender, Income, Location, Lifestyle
- SWOT analysis
- The marketing mix: Product, Price, Place, Promotion
- Advertising
- Advertising campaigns
- Advertising media: Television, Radio, Printed media, Websites, Social media

UNIT 5 • DIGITAL AND SOCIAL MEDIA MARKETING

- Why digital marketing?
- The new 'empowered consumer'
- The role of the 4 Ps in the digital marketing mix: Product, Price, Place, Promotion
- The importance of social media
- Social media marketing and influencers Types of influencers

CULTURE:

Presentazione di educazione Civica sulle Bandiere e sugli Inni di UK e USA:

cenni di storia della Gran Bretagna: The Union Jack - The British Isles

The Civil War, Oliver Cromwell, The Restauration; William& Mary and the Bill of Rights (1689)

The UK system of government

- The separation of powers
- The UK Parliament
- The House of Commons
- The House of Lords
- The Crown
- The Government
- The Law Courts
- Political parties

The US system of government

- The American constitution
- Presidential elections
- The Congress
- The executive
- The judicial branch
- Political parties

Gli Studenti:

Il Docente:
