

## PROGRAMMA DI STUDIO PREVISTO

Testi in adozione:

BEST PERFORMANCE, business, marketing & finance di A. Smith

**Unit 2: Business Organisations** - *Business in Theory*: Types of economic systems (Planned economy, Free market economy, Mixed economy) Private sector (Sole traders, Partnerships, Limited liability companies, Cooperatives, Franchises, Multinationals, Crowdsourcing, NGOs, NPOs and charities, Mission statements. Public sector (Public enterprises).

*Business in Practice*: Job application (looking for a job, Recruitment ads) Curriculum Vitae, Euro pass CV (How to write a curriculum vitae, How to write a covering letter). Personal statements

### **Unit 3: Marketing and Advertising**

Marketing, the role of marketing, Market segmentation, The marketing mix, SWOT analysis, product life cycle, market research, Digital marketing, Advertising: the purpose of advertising, effective advertising, the history of advertising, advertising media, product placement and sponsorship, trade fairs.

### **Unit 4: International trade**

The Global market, importing and exporting, economic indicators, protectionism, customs, trading procedures, trading within EU, trading outside EU, sales contract terms, incoterms, trade organization, trading in blocs, international trade organization.

### **DOSSIER 2:**

History: Key moments of the 20<sup>th</sup> Century page 336, 337. The Great Depression page 341, Key moments of the 20<sup>th</sup> century page 342, 343. Key moments of the 20<sup>th</sup> century 2 page 344. Education in UK page 360 and 361, 362. The European Union, page 404, page 406, The United Nations. History of Nato (photocopies).

*Handwritten signature in purple ink:*  
M. B. G. J.  
Enrico Scarp