

ISTITUTO TECNICO ECONOMICO PARITARIO “WALTHER”

PROGRAMMA D’INGLESE

ANNO SCOLASTICO 2016-2017

CLASSE V C

LIBRO DI TESTO: Bedell, *et alii*, *Good Practice in Business*. Principato Ed. Multitask CD-ROM

I. The economy

- The three sectors of the economy: the primary sector, the secondary sector, the tertiary sector. The three things needed to make the country’s economy work: Land, Labour and Capital.
- The Stock Exchange. The broker and his profit: the commission. Shares, stocks, debentures, bonds.
- Consumerism. The consumer society: the consumer, the retail therapy, the compulsive buying and the basic needs of a human being.
- Product identification and protection: the patent, the copyright and the trademark.
- Channels of distribution. Products can be sold: directly to consumers, to wholesalers, to retailers, via agents.
- The internet as distribution channel. Advantages and disadvantages.

II. Marketing.

- What marketing is about: the process of designing, creating and selling a product.
- Market research. Field research and Desk research.
- Market segmentation. How market segments can be defined.
- The “Marketing Mix” : **Product** (Branding and Packaging), **Price** (Pricing strategies), **Place** (where and how the product is sold), **Promotion** (types of medium used: informational items, public relations, advertising).

III. Ways of organizing business

- Companies and their various ways of organization.
- Sole Traders
- Partnerships: limited and unlimited liability.
- Cooperatives: worker, retail and producer cooperatives.
- Limited companies: shareholders, shares, dividends. Private Limited Companies and Public Limited Companies.
- Multinationals. Reasons to “go global”.
- Ethical trading: The Body Shop
- Companies on the Web. Commercial websites: not only means for giving information about a company, but also for selling its products. The different categories of e-commerce: Consumer to consumer (C2C), Business to business (B2B), Business to Consumer (B2C). Dotcoms vs “click and brick” businesses. Mobile commerce (m-commerce).

IV. From Europe to the Global Village

- From the European Community to the European Union.
- The European institutions: the European Parliament, the Council of the European Union, the European Commission, the European Council, The Court of Justice of the European Union, The European Court of Auditors, The European Central Bank.
- The term globalisation.
- Globalisation: benefits and problems.

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