



PROGRAMMA SVOLTO

Anno scolastico: 2017-2018

Classe: 4 P

Docente: Rivolo Chiara

Disciplina: Lingua inglese

TESTI

Libro di testo: M. Ryan, *Working in business, Administration, finance and marketing*, Europass

CONTENUTI da " *Working in business* " :

UNIT	TOPIC
0The economic background	In the headlines Goods and services Factors of production Sectors of activity Economic system Government taxation and spending The economic cycle How to measure progress
1. The marketing mix	In the headlines Markets Product Place Price How can apple be so succesful? Letters, e-mails and fax messages Methods of communication Correspondence
2. In the headlines	Types of business organization Limited companies Company structure Business expansion Globalisation and multi-nationals Changes in employment Cutting labour costs Flexibility Technology and employment



I.I.S. "G. CENA"

	Recruitment, training and pay Job adverts
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Materiali extra:

Redazione cv in lingua inglese

Approfondimenti dal testo

Ivrea, 07 giugno 2018

La docente (prof. Chiara Rivolo)

Gli alunni