



Istituto Kennedy
SCUOLA PARITARIA

INDIRIZZO: Istituto Tecnico Economico – Amministrazione, Finanza e Marketing

CLASSE: 3°

MATERIA: Inglese

MODULO 1	
	<ul style="list-style-type: none">○ The business transaction○ E-mail○ Fax○ Letter○ The application process (flow chart)○ Europass curriculum vitae○ Curriculum vitae○ The cover letter○ Enquiries○ Positive replies to enquiries○ Enquiries and negative replies to enquiries

MODULO 2	
	<ul style="list-style-type: none">○ Offers○ Positive and negative replies to offers○ Orders○ Positive replies○ Negative replies○ Modification and cancellation of orders



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MODULO 3

- Commerce and trade
- Channels of distribution
- The four factors of production
- The three sectors of production
- The chain of production
- Types of economy
- The Internet revolution
- E-commerce
- The Internet revolution
- E-commerce
- Types of online business activities
- The organisation of business
Franchising
- The growth of business
Multinationals
- The structure of a company



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MODULO 4

- What is international trade?
- The Balance of Payments and the Balance of Trade
- Controlling foreign trade
- Trading blocs
- Documents in international trade
- Certificate of Origin
- Delivery Note
- Commercial invoice
- Incoterms
- Certificate of Origin
- Delivery Note
- Commercial Invoice
- Incoterms Wallchart
- Who are the British?
- Milestones in British history
- Who are the Americans?
- Milestones in American history