



**Istituto Kennedy**  
SCUOLA PARITARIA

**INDIRIZZO:** Istituto Tecnico Economico – Amministrazione, Finanza e Marketing

**CLASSE:** 4°

**MATERIA:** Inglese

#### MODULO 1

- Complaints and replies
- Reminders and replies
- Transport
- Transport modes
- Forwarding agents
- Insurance Packing
- Transport documents
- The International Road Consignment Note
- The Air Waybill
- The Bill of Lading
- International Road Consignment note
- Air Waybill
- Bill of Lading
- Banking services to business
- Accessible banking
- Methods of payment
- Statement of Account
- Web page: Banking for business
- Bank transfer
- Draft
- Letter of Credit



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## MODULO 2

- The Stock Exchange
- Who operates on the Stock Exchange?
- The London Stock Exchange
- The New York Stock Exchange
- Marketing
- Market research
- The marketing mix
- Online marketing
- Advertising
- The power of advertising
- Trade fairs
- A Marketing questionnaire
- A trade fair web site
- What is Fair Trade?
- Microfinance
- Ethical banking
- A guide to ethical banking
- Ethical investment
- Web page: Grameen Foundation

## MODULO 3

- What is globalisation?
- Advantages and disadvantages of globalisation
- Economic globalisation
- Outsourcing and offshoring
- The UK government



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- The US government
- Political parties (UK / USA)
- The organization of the EU