



Istituto Kennedy
SCUOLA PARITARIA

INDIRIZZO: Istituto Tecnico Economico – Amministrazione, Finanza e Marketing

CLASSE: 5°

MATERIA: Lingua Inglese

MODULO 1	
INTERNATIONAL TRADE	<ul style="list-style-type: none">○ Sectors of production○ Economic systems

MODULO	
BUSINESS	<ul style="list-style-type: none">○ Multinationals○ Business in the current economic climate

MODULO	
ORGANISATION BANKING	<ul style="list-style-type: none">○ Banking services○ Online banking

MODULO 2	
THE STOCK EXCHANGE	<ul style="list-style-type: none">○ The Stock Exchange○ Bear and bull markets○ The London Stock Exchange○ The New York Stock Exchange



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MODULO

THE EUROPEAN UNION

- Building Europe: the story so far
- European treaties at a glance
- Who's who in the European Union
- What does Europe do for you?

MODULO 3

TRANSPORTATION BUSINESS

- Transport
- Packing and containers

MODULO

ETHICS AND GREEN ECONOMY

- Sustainable business
- Fair trade

MODULO 4

MARKETING AND ADVERTISING

- What is marketing?
- Market research
- E-marketing
- Market position: SWOT analysis
- The four Ps