

**PROGRAMMA LINGUA INGLESE  
CLASSE IV C  
A.S.2020/21  
PROF.SSA PAPARELLA M.**

**BUSINESS COMUNICATION:**

• **BUSINESS LETTERS**

The purpose and the general format of a business letter

The main parts of a business letter : heading, inside address ,attention line, subject line, salutation, copy line, layout, date, references, signature )

Addressing an envelope

- MEMO, FAX, E-MAIL

**TRADE AND COMMERCE**

- Production categories of production
- Goods and services / aids to trade
- Markets and types of markets
- Buying and selling
- International trade
- Kinds of trade( home trade, foreign trade, import, export trade )
- Production: the four sectors, the channel
- Types of economy
- Commerce and trade ( branches of commerce, the supply and distribution chain
- Getting a job( job application-CV)
- Information technology

**READINGS: CASE STUDY**

Business phone calls (Communication)

Working practices

Job interview (Human Resources (HR)

How to create your brand

**GLI ALUNNI**

**Giorgia Affatato  
Gregory Schiavone**

**L' INSEGNANTE  
M. PAPARELLA**

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