

Business and Communication

Unit 1 Business Background

Production	2
• Needs and Wants	2
Video ▶ Needs & Wants	2
• Goods	3
• Services	3
Factors and Sectors of Production	
• Factors of Production	4
• Sectors of Production	6
The Supply Chain	7
Commerce and Trade	8
• New Types of Trade	8
Home Trade	9
• Distribution Chain and Channels	9
• Cutting out the Middle Man	10
International Trade	11
• Visible and Invisible Trade	11
The Balance of Trade and the Balance of Payments	12
• The Balance of Trade	12
• The Balance of Payments	12
Protectionism	13
• Restrictions on International Trade	13
International Trade Regulations	15
• International Trade Organisations	15
• Trading blocs	16
IT Information Technology in Business	17
IT E-commerce	18
• Types of Companies	19
• The Impact of E-commerce in Business	20
IT Big Data	21
CASE STUDY Child Labour: Cocoa Producing Countries	22
CASE STUDY The Economic Situation of a Country: Australian Economy	24
TOWARDS ESAME DI STATO	26
GRAMMAR AND VOCABULARY Tenses Revision: Active Forms	28
SUM UP MAP + CHECK	30

Unit 2 Business Communication

Methods of Communication in Business	32
Written Communication	34
• Email	35
• Business Email Netiquette	36
• Which Register to Use?	36
• Business Letter	38
• Report	39
• Memos, Notes and Faxes	40
Visual Communication	41

• Graphs and Charts	41
C Describing Trends	42
Video ▶ Trends & Graphs	45
Oral Communication	46
IT Video Conferencing	47
• Telephone Conversation	48
• Face-to-face Communication	50
• Meeting	51
• Conference	52
REAL WORLD TASK Planning a Conference	52
• Presentation	53
• Useful Expressions for a Presentation	54
• How to Be a Good Presenter	54
REAL WORLD TASK Organising an Event	55
CASE STUDY Is Playing Profitable? The World of Video Gaming	56
TOWARDS ESAME DI STATO	58
GRAMMAR AND VOCABULARY Tenses Revision: Passive Forms	60
SUM UP MAP + CHECK	62

Unit 3 Enquiring

Contract of Sale and Sales Terms	64
Video ▶ Placing an Order	65
Incoterms	66
• Incoterms Description	67
Methods of Payment in International Trade	69
• Open Account	70
• Bank Transfer	70
• Payment in Advance	71
• Documentary Collection	72
• Documentary Credit	74
Business Transactions	77
• Enquiries	78
• Email Enquiry	79
• E-enquiry Form	79
• How to Write an Enquiry	80
• Replies	82
• How to Write a Reply to an Enquiry	84
REAL WORLD TASK Exporting Italian Wine	85
• Enquiries and Replies in Oral Communication	86
CASE STUDY Shipping a Product: Carrara Marble to the USA	88
CASE STUDY Improving Sales Abroad: Dr. Martens	90
TOWARDS ESAME DI STATO	92
GRAMMAR AND VOCABULARY Modals (I): Expressing Ability, Making Decisions	94
SUM UP MAP + CHECK	96

Unit 4 Ordering

Documents in International Trade Customs	
• Procedures	98
Video ▶ The Customs Agency	98

• The Commercial Invoice and Other Types of Invoices	99
IT Introduction to E-invoicing	101
Customs Procedures Within the EU	102
Customs Procedures Outside the EU	103
• The Certificate of Origin	104
Ordering as a Private Customer	105
Ordering as a Business Customer	106
• Order Form Accompanied by Email	106
• Email	
C How to Write an Order	108
Replying to Orders	110
C How to Write an Order Confirmation	112
C How to Write a Negative Reply and a Counteroffer	113
Modifying or Cancelling an Order	115
C How to Write an Order Modification or Cancellation of an Order	116
C Orders, Confirmations, Modifications and Cancellations on the Phone	118
REAL WORLD TASK Cosmetics Are Going Green	120
CASE STUDY Food Labels and Certifications: Parmigiano Reggiano	122
TOWARDS ESAME DI STATO	124
GRAMMAR AND VOCABULARY Modals (II): Expressing Advice, Obligation, Necessity and Prohibition	126
SUM UP MAP + CHECK	128

Unit 5 Delivering

Logistics	130
IT What's New in Logistics	131
IT Automated Warehousing	131
IT Product Tracking Systems	131
Transport	132
Video ► Delivery Delay	132
• Choice of Transport	134
• Modes of Transport	135
• The Impact of Freight and Passenger Traffic on the Environment	136
• Packing	137
• Labelling	138
• The Packing List	139
• Documents of Carriage	140
• Freight Forwarders	144
REAL WORLD TASK Transport by Train	145
Insurance	146
• The Various Types of Business Insurance	146
• What Happens When Goods Are Damaged or Lost	147
• Marine Insurance	147
Complaints	148
C How to Write a Complaint	149
Replies to Complaints	150

C How to Write a Reply to a Justified Complaint	151
C Complaints and Adjustments on the Phone	152
IT Complaints Using Social Media	153
CASE STUDY The Belt and Road Initiative: The African Dimension	154
TOWARDS ESAME DI STATO	156
GRAMMAR AND VOCABULARY Conditional Sentences	158
SUM UP MAP + CHECK	160

Unit 6 Banking

What Are Banks?	162
The Banking System	164
• Central Banks	164
• The Main Types of Banks and Financial Institutions	165
Banking Services to Private Individuals	166
• ATM, Debit and Credit Cards	166
Video ► The Bank Account	166
IT Digital Banking	167
IT Future of Banks	167
IT Information Technology in Banking	168
IT SWIFT Transfers	168
IT Blockchain	168
Basic Banking Services to Businesses	169
• Business Bank Accounts	169
• Borrowing Money from a Bank	170
Ethical Banking	172
Microcredit	174
Extra Activities Video ► Micro-finance in Georgia	174
Extra Activities Video ► Crashing Barriers	175
Payments	176
• Statement of Account	176
C Payment Reminders	178
C How to Write a Reminder	179
• Requests for Extension of Credit	180
C How to Write a Request for an Extension of Credit	181
C Reminders and Extension of Credit on the Phone	182
REAL WORLD TASK Payment Problems	183
CASE STUDY Investment Capital: A Ceramic Tile Company Strategy	184
TOWARDS ESAME DI STATO	186
GRAMMAR AND VOCABULARY Relative Clauses	188
• -ing Form or Infinitive?	188
SUM UP MAP + CHECK	190

Unit 7 The Business World

Business Organisations	192
• Sole Trader	192
• Partnerships	194
• Limited Companies	195

CONTENTS

• Franchises	196
Video ► The New Branch	196
• Cooperatives	197
The Birth of a Business	198
• Startup	198
REAL WORLD TASK A Startup by Youngsters	198
The External Growth of a Business	199
• Integration	199
• Diversification	199
• Joint Venture	200
• Co-branding	201
Multinational Companies	202
Outsourcing and Offshoring	204
Reshoring	205
Inside Companies	206
IT In the Office	208
IT Computers in Business	208
IT The Internet in Business	208
Extra Activities Video ► Technologies & Work	208
IT Smart Working	209
Corporate Social Responsibility	210
Extra Activities Video ► Social Entrepreneurship	210
REAL WORLD TASK Innocenti Pasta SpA	212
Business Plan	214
• What Is a Business Plan?	214
• Why Is It Important?	214
• Structure of a Business Plan	215
• Business Plan When Investing Abroad	215
REAL WORLD TASK Expanding	
in International Markets	215
CASE STUDY A Top Multinational Company:	
Google	216
TOWARDS ESAME DI STATO	218
GRAMMAR AND VOCABULARY Future Forms	220
SUM UP MAP + CHECK	222

Unit 8 Marketing

The Marketing Concept	224
The Marketing Plan and Process	225
Video ► Market Opportunities	225
Situation Analysis	226
• Market Research	226
• Primary or Field Research	226
REAL WORLD TASK Your Questionnaire	226
• Secondary or Desk Research	228
• SWOT Analysis	229
Marketing Strategy	230
• Segmentation and Targeting	230
• Positioning	231
• Differentiation	231
• Branding	232
Marketing Tactics	233
• The Marketing Mix and 4 Ps	233
Extra Activities Video ► BA Service Promotion	235
REAL WORLD TASK Marketing a Bubble	237

Implementation and Control	238
• Product Life Cycle	238
REAL WORLD TASK Restyling of Products:	
Your Turn	239
CASE STUDY Marketing Choices:	
Nike Apparel and Footwear	240
TOWARDS ESAME DI STATO	242
GRAMMAR AND VOCABULARY	
Reported Speech	244
SUM UP MAP + CHECK	246

Unit 9 Advertising

What Is Advertising?	248
Advertising Strategies	250
• The Advertising Campaign	251
Video ► Targeting a Product	251
Features of an Advertisement	252
• The Brand	252
• The Logo	252
• The Text	253
• The Image	253
• The Slogan	253
C Analysing Advertisements	254
REAL WORLD TASK Create Your Own Ad	255
Advertising Media	256
• Outdoor Advertising	256
• Press	256
• Television	257
• Radio	257
REAL WORLD TASK Radio Ad	257
Other Ways of Advertising	258
• Sponsorship	258
• Product Placement	258
• Trade Fairs and Exhibitions	258
• Demonstrations	258
IT Digital Advertising	259
IT Digital Platforms and Social Media	
Techniques	260
IT Influencers	261
Advertising to Raise Social Awareness	263
CASE STUDY Successful Advertising:	
The Rebranding of Nespresso	266
TOWARDS ESAME DI STATO	268
GRAMMAR AND VOCABULARY Reporting Verbs	270
■ Reporting Verbs Following Different Structures	270
SUM UP MAP + CHECK	272

Unit 10 Training for a Job

The Changing of Job Market	274
Extra Activities Video ► Self-employed	
in Europe	275
School-Work Experience	276
Video ► A Work-experience	276

• Presenting a School-Work Experience	277
Extra Activities Video ▶ Apprenticeship in Europe	277
Mobility Experiences: Erasmus+	278
Entrepreneurship Education	279
Further Education	280
• How to Choose a University	280
Volunteering	281
Looking for a Job	282
IT LinkedIn	283
Analysing Job Advertisements	284
Writing a CV	286
• What to Include in a CV	286
• CV Formats	286
The Cover Letter	288
C How to Write a Cover Letter	289
Job Interviews	292
REAL WORLD TASK Applying for a Job Abroad	293
CASE STUDY The Job Interview:	
Corporate Cultural Awareness	294
TOWARDS ESAME DI STATO	296
GRAMMAR AND VOCABULARY Phrasal Verbs	298
SUM UP MAP + CHECK	300

Citizenship and Civilisation

Module 1 UK and US History, Politics and Institutions

British History	304
The Rise and Fall of Britain as a Political and Economic Power	306
• Colonial Expansion and the British Empire	306
• The Decline of the British Empire	307
• Scotland	308
• Devolution	308
• Ireland	309
UK Unwritten Constitution	310
UK Politics and Institutions	311
• The UK Government	311
• The Crown	311
The Three Branches of the UK Government	312
• Legislative Branch	312
• Executive Branch	313
• Judiciary Branch	313
UK Main Political Parties	314
SUM UP MAP UK History, Politics and Institutions	315
US History	316
• Timeline and Main Facts	316
Extra Activities Video ▶ Boston	316
Slave Trade and Segregation	318
• Slave Trade	318

• Discrimination and Segregation	319
• The American Civil Rights Movement (1955-1970)	319
USA Politics and Institutions	320
• USA Constitution	320
• The US Government	321
The Three Branches of the US Government	322
• Legislative Branch	322
• Executive Branch	322
• Judiciary Branch	323
USA Main Political Parties	324
LITERATURE The Dangers of Totalitarianism: 1984	325
LITERATURE The Fall of the Twin Towers: <i>Falling Man</i>	326
SUM UP MAP + CHECK	328

Module 2 World Economies

Main Economic Systems	330
• Free Market Economy	330
• Planned Economy	331
• Mixed Economy	331
The Public Sector	332
• Privatisation	332
Economic Indicators and Inflation	333
The Business Cycle	334
Unemployment	335
The Four Industrial Revolutions	336
Extra Activities Video ▶ Future Jobs	336
IT Industry 4.0: Advantages and Disadvantages	337
Video ▶ Economy in South Africa	337
The World's Largest Economies	338
The USA	340
The United Kingdom	342
The BRICS Countries	344
• China	344
• India	345
Video ▶ Sustainable Holidays	345
LITERATURE The Industrial Town: <i>Coketown</i>	346
SUM UP MAP + CHECK	348

Module 3 Finance

The Stock Exchange	350
• The Functions of the Stock Exchange in the Economy	351
• Major Stock Exchanges in the World	352
IT IT and the Stock Exchange	354
• Stock Indexes	354
• The Language of the Stock Market	355
Commodities	356
Describing Price Changes	357
The Wall Street Crash and Great Depression	358
• New Deal	359

CONTENTS

Economic Crises in the 21 st Century	360
• The Coronavirus Crisis	362
Extra Activities Video ▶ Airlines & Covid-19	362
Video ▶ Greener Global Industries	363
LITERATURE The Great Depression: <i>The Grapes of Wrath</i>	364
LITERATURE The New Deal: <i>F.D. Roosevelt's Inaugural Speech</i>	366
SUM UP MAP + CHECK	368

Module 4 International Organisations

The European Union	370
• EU Profile	371
EU Origins and Development	372
• European Treaties	374
The Euro: A Common Currency	375
European Union Institutions	376
• EU Political Institutions	376
• EU Non-political Institutions	378
The EU in Your Daily Life	380
• Next Generation EU	381
REAL WORLD TASK Next Generation EU Plan	381
Open Issues Within the EU	382
• Brexit	382
• Immigration	382
Extra Activities Video ▶ Migrants Hotspot of Samos	382
Video ▶ EU Humanitarian Aids in Syria	382
The United Nations	384
• The Universal Declaration of Human Rights	385
Video ▶ Children Soldiers	385
LITERATURE Brexit: <i>The Cockroach</i>	386
SUM UP MAP + CHECK	388

Module 5 A Global World

English Around the World	390
Varieties of English	392
• American English	393
Globalisation: Past, Present and Future	394
Video ▶ Stiglitz on Global Economy	394
Aspects of Globalisation	395
IT A Digital Revolution	396
IT English and the Internet	398
IT Streaming Media Influence on Global Culture	399
Global Trade	400
Global Corporations: Big Pharma and Big Tech	402
• Big Tech Companies	402
• Big Pharma	402
Video ▶ Investments in China	402
• Globalisation and Covid-19	403
Sharing Economy	404
Pros and Cons of Globalisation	405

LITERATURE Individuals Within Society: <i>The Unknown Citizen</i>	406
SUM UP MAP + CHECK	408

Module 6 Global Challenges: 2030 Agenda

The United Nations Sustainable Development Goals	410
What Is the Green Economy?	412
Poverty	413
• Charities	415
Gender Equality	416
Access to Quality Education	417
Climate Change	418
• Global Warming	418
Extra Activities Video ▶ Agriculture & Climate	418
• Action to Protect the Climate	419
• The Paris Agreement	419
Extra Activities Video ▶ Stiglitz on Climate Change	419
• Environmental Activism	420
Extra Activities Video ▶ Energy Guardians	420
The Circular Economy	421
Immigration	422
• Immigration to Great Britain	422
Extra Activities Video ▶ Crossing the English Channel	422
• Immigration to the USA	423
• The Mexican Border	424
• The DREAM Act	424
The American Dream	425
LITERATURE The Value of Democracy: <i>The Hill We Climb</i>	426
SUM UP MAP + CHECK	428

Study Skills

Writing Skills	430
• How to Write an Essay	430
• How to Write a Report	432
• How to Write an Article	434
• How to Write a Review	436
• How to Write a Formal Email	438
Mediation Skills	439
• How to Write a Summary	439
Speaking Skills	440
• How to Analyse Graphs	440
• How to Give an Oral Presentation	441
• How to Debate	442
Tips for the INVALSI	443