

Nome docente	Salvatore Averna
Corso di laurea	Magistrale in Economia e Commercio
Anno accademico	2014-2015
Crediti formativi universitari (CFU)	6
Settore scientifico disciplinare	L-LIN/12

Programma di Lingua Inglese (a.a. 2014/2015)

(Prof. Salvatore Averna)

Università degli Studi di Bari Aldo Moro
Dipartimento di Scienze Economiche e Metodi Matematici
Corso di Laurea Magistrale in Economia e Commercio

Pre-requisiti

Il corso ha come riferimento i livelli B2/C1 del *Common European Framework of Reference for Languages*. Pertanto in ingresso è auspicato il livello B1.

Obiettivi del corso

Sviluppo delle competenze linguistiche nella comunicazione economica-finanziaria-commerciale. Impiego del *Business English* per operare in future situazioni lavorative di pertinenza. Approfondimento delle strutture linguistiche, analisi dell'organizzazione dell'informazione nel testo e dei principali generi testuali di settore. All'avvio verrà somministrato un *test* di ingresso.

Programma

Argomento del corso: From crisis towards recovery and growth.

Contenuti disciplinari

Macroeconomics and microeconomics. British and American business organizations. Setting up a new business. Business plans, business reports, Running an Online business. Articles of a company. Accounting, financial statements, standards, ratios analysis. From Business Finance to crowdfunding. Banking. Management and governance; Theory X/Y. SWOT analysis.

Consolidamento delle strutture linguistiche.

Comunicazione per fini specifici; strategie retoriche/argomentative. Analisi lessico-semantica di termini specialistici.

Funzioni comunicative peculiari dell'English for Business Purposes.

Identifying topic development within the text; dealing with information in complex sentences; presenting, comparing findings; dealing with figures, formulae, dimensions; describing charts, graphs, data tables; discussing performance and trends; expressing cause and effect, change and consequence; expressing opinions, degrees of certainty and future probability; negotiating solutions; explaining specific terminology; giving presentations.

Bibliografia, sitografia e materiali di consultazione

Dossier a cura del docente inerente agli aspetti linguistico-comunicativi delle seguenti fonti.

Recovery and Growth

<http://www.bloomberg.com/video/boe-s-mark-carney-charlie-rose-12-10-JbioeO9TTwaSsnrFbsQ5Kw.html>
<http://www.bankofengland.co.uk/publications/Documents/speeches/2014/speech754trans.pdf>

The language of Economics

http://papers.ssrn.com/sol3/Delivery.cfm/SSRN_ID468642_code031113690.pdf?abstractid=468642&mirid=1

Macroeconomics e Microeconomics

<http://www.stanford.edu/~chadj/Chad-UsefulGraphs.pdf>
<http://www.bankofengland.co.uk/publications/Pages/speeches/2014/714.aspx>
<http://www.bankofengland.co.uk/publications/Pages/interviews/default.aspx>
<http://video.about.com/economics/What-Is-Macroeconomics-.htm>
<http://video.about.com/economics/What-Is-Microeconomics-.htm#vdTrn>
<http://artsci.wustl.edu/~yshin/public/bks2.pdf>

Starting a business

<http://www.hmrc.gov.uk/startup/index.htm>
<https://www.gov.uk/set-up-business-uk>
<http://bcove.me/423ac8ov>
http://www.princes-trust.org.uk/need_help/enterprise_programme.aspx
<http://www.prime.org.uk/business-resources/>

Legal structures

<https://www.gov.uk/business-legal-structures>
<http://www.companieshouse.gov.uk/about/pdf/gpllp1.pdf>
<https://www.gov.uk/running-a-limited-company>
<https://www.gov.uk/business-legal-structures/limited-company>
<http://www.sba.gov/content/corporation>
<http://www.sba.gov/content/s-corporation>
<http://www.llrx.com/features/uk2.htm>
<http://www.companieshouse.gov.uk/about/pdf/gpllp2.pdf>
<http://www.theguardian.com/media/2012/dec/07/leveson-inquiry-royal-charter-history>

Online business

<http://www.business.gov.au/business-topics/business-structures-and-types/online-business/Pages/default.aspx>

Company documents

<https://www.gov.uk/running-a-limited-company>
<http://www.lectlaw.com/forms/f163.htm>
<http://www.companieshouse.gov.uk/>
http://www.companieshouse.gov.uk/about/modelArticles/model_articles_private_ltd_by_shares_after28April2013.doc

Business plans

<https://www.gov.uk/write-business-plan>
<http://www.startupdonut.co.uk/startup/business-planning/writing-a-business-plan>
http://www.bplans.co.uk/sample_business_plans.cfm
<http://articles.bplans.co.uk/writing-a-business-plan/top-10-uk-resources-to-help-you-write-a-winning-business-plan/393>
<http://tinyurl.com/mf3h5zz>

Accounting

<http://www.accountingcoach.com/accounting-basics/explanation/1>
<http://www.accountingcoach.com/accounting-basics/explanation/2>
<http://www.businessenglishsite.com/esl-accounting-vocabulary-matching1.html>
http://www.businessenglishsite.com/exercise_accounting6.html
<http://www.iasplus.com/en/standards/ias>
<http://www.iasplus.com/en/tag-types/global/publication-series/models-and-checklists>

Business Finance

<https://www.gov.uk/business-finance-explained/print>
<http://www.betterbusinessfinance.co.uk/finance>

Crowdfunding

<http://www.theguardian.com/culture/2014/mar/30/monks-crowdfunding-restore-rome-cell-francis-assisi-kickstarter>
<https://www.kickstarter.com/projects/671087979/st-francis-in-rome-the-restoration>
<https://www.kickstarter.com/learn?ref=nav>

Banking

<http://www.bankofengland.co.uk/archive/Documents/historicpubs/workingpapers/2002/wp166.pdf>
<http://www.mortgage-made-easy.com/alpha.htm>
<http://www.banktech.com/what-consumers-want-from-mobile-banking-apps/v/d-id/1297131>

Management - Corporate governance

<http://www.thecqi.org/Knowledge-Hub/Knowledge-portal/Corporate-strategy/Corporate-governance/>
<http://www.oecd.org/corporate/oecdcountriesagreenewcorporategovernanceprinciples.htm>
<http://www.businessballs.com/mcgregor.htm>
<http://www.businessballs.com/swotanalysisfreetemplate.htm>

Numeracy

http://www.cielz.ca/lesson_saying_numbers.php
<http://www.math.cornell.edu/~hubbard/readingmath.pdf>
<http://www.math.helsinki.fi/engl.pdf>
http://www.primaryresources.co.uk/maths/powerpoint/Reading_and_Writing_Numbers.ppt
<http://www.tolearnenglish.com/exercises/exercise-english-2/exercise-english-97007.php>

CASE STUDIES

AMAZON

<http://phx.corporate-ir.net/External.File?item=UGFyZW50SUQ9MjQzNzQ0fENoaWxkSUQ9LTF8VHlwZT0z&t=1>
<http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-govHighlights>
<http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-reportsannual>
http://media.corporate-ir.net/media_files/irol/97/97664/reports/Shareholderletter97.pdf
<http://phx.corporate-ir.net/External.File?item=UGFyZW50SUQ9MjQzNzQ0fENoaWxkSUQ9LTF8VHlwZT0z&t=1>

ROYAL MAIL

http://www.royalmailgroup.com/sites/default/files/Annual%20Report%20and%20Accounts%202013-14_DDA_0.pdf
<http://www.apm.org.uk/news/achieving-transformational-change-royal-mail-experience#.U3SCwXZBS8A>

Language practice:

- <http://www.better-english.com/exerciselist.html>
- <http://www.english-online.org.uk/biz3/bizb91.htm>
- <http://www.englishmedialab.com/Quizzes/business/business%20companies%20and%20business%20vocabulary.htm>
- <http://www.mooc.com/courses/common-mistakes>
- <http://www.mooc.com/courses/grammar-guru-1>
- <http://mooc.com/courses/free-ielts-listening-test>
- <http://mooc.com/courses/toefl-lesson-1>
- <http://mooc.com/courses/where-is-the-money-ask-the-accountant-internal-control-systems>

Business communication tools

- http://www.businessstudiesonline.co.uk/GcseBusiness/Activities/Module1/Module1Menu.htm#GCS_EBusMod1BusOrgs
- http://www.readwritethink.org/files/resources/interactives/letter_generator/
- <http://www4.caes.hku.hk/epc/reports/>
- <http://www.englishclub.com/business-english/business-letters.htm>
- <http://www.englishclub.com/business-english/correspondence-samples.htm>
- http://www.cielz.ca/lesson_e-mail_internet.php
- <http://www.bbc.co.uk/worldservice/learningenglish/business/getthatjob/unit3coverletter/page2.shtml>

Business Terms - Glossaries

- <http://articles.bplans.co.uk/business-term-glossary>
- <http://www-personal.umich.edu/~alandear/glossary/a.html>
- <http://www.small-business-dictionary.org/>
- Glossari specialistici indicati nell'e-group.

Grammatiche consigliate

- M. Hewings, *Advanced Grammar in Use*, 3rd Edition, with answers, CUP, Cambridge, 2013.
- M. McCarthy et al, *Grammar for Business*, CUP, Cambridge, 2009.

Dizionari consigliati

- F. Picchi, *Economics & Business, Dizionario enciclopedico economico e commerciale inglese-italiano con glossario italiano-inglese*, Quinta edizione, Zanichelli, Bologna, 2011.
- G. Gorruso - F. del Giudice, *Dizionario giurieconomico - English-Italian - Italiano-Inglese*, Esselibri-Simone, Napoli, 2010.
- *Longman Dictionary of Contemporary English*, 5th edition, Pearson/Longman, Harlow, 2009.
- G. Ragazzini, *Il Ragazzini 2014, Dizionario Inglese-Italiano Italiano-Inglese*, Zanichelli, Bologna, 2013.

Modalità di accertamento conoscenze

- Esoneri: No
- Prova Scritta: Sì
- Colloquio Orale: Sì

Organizzazione della didattica

- Cicli interni di lezione: Sì
- Corsi integrativi: No
- Esercitazioni: Sì (esercitazioni di lettorato da concordare tra esperti linguistici e studenti).
- Seminari: No
- Attività di laboratorio: No
- Project work: No
- Visite di studio: No

Forme di assistenza allo studio

- Corso presente nella zona in e-learning del Sito Web di Facoltà: No.
- Per la raccolta dei materiali di studio ed a supporto delle attività didattiche è a disposizione degli studenti il seguente e-group:
<http://groups.yahoo.com/groups/businessenglishbari/>
Per accedervi, inviare una email indicando nome, cognome, matricola o data di nascita a:
businessenglishbari-subscribe@yahoogroups.com
- Ricevimento: al termine delle lezioni.
- Email del docente: salvatore.averna@uniba.it