

<b>Nome docente</b>	<b>Salvatore Averna</b>
<b>Corsi di laurea</b>	<b>-Magistrale in Economia e Strategie per i Mercati Internazionali - Magistrale in Economia e Commercio</b>
<b>Anno accademico</b>	<b>2015-2016</b>
<b>Crediti formativi universitari (CFU)</b>	<b>6</b>
<b>Settore scientifico disciplinare</b>	<b>L-LIN/12</b>

### **Programma di Lingua Inglese (a.a. 2015/2016)**

**(Prof. Salvatore Averna)**

Università degli Studi di Bari Aldo Moro

Dipartimento di Scienze Economiche e Metodi Matematici

Corso di Laurea Magistrale in Economia e Strategie per i Mercati Internazionali

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. Oltre alle lezioni del docente, saranno disponibili esercitazioni di lettorato da concordare tra esperti linguistici e studenti.

#### **Programma**

***Argomento del corso: Beyond corporate crisis - Economic growth and international markets.***

##### ***Contenuti disciplinari***

Corporate crisis: Volkswagen's case. Economic growth and international markets. Export strategy. International contracts and means of payment. Documentary credits, Incoterms. Online business, e/m-commerce, web/digital/moment advertising. Accounting, financial statements, standards, ratios analysis. Business reports, SWOT analysis. British and American business organizations. British legal pattern. Corporate governance, management styles, theory X/Y. Working in an international setting: job search, LinkedIn, application letter, video CV, job interview, jobs at Amazon.com.

##### ***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.*

#### **Corporate crisis: Volkswagen's case.**

- <https://twitter.com/hashtag/VWCares>
- <http://www.latimes.com/business/autos/la-fi-hy-vw-hearing-20151009-story.html>
- <http://tinyurl.com/hyqm4q5>
- [http://www.volkswagenag.com/content/vwcorp/info\\_center/en/news/2015/09/Ad\\_hoc\\_US.html](http://www.volkswagenag.com/content/vwcorp/info_center/en/news/2015/09/Ad_hoc_US.html)
- <http://www.wired.com/2015/09/vw-owners-arent-going-like-fixes-diesels/>
- [http://www.volkswagenag.com/content/vwcorp/content/en/investor\\_relations.bin.html/pdfFile/investor\\_relations.pdf](http://www.volkswagenag.com/content/vwcorp/content/en/investor_relations.bin.html/pdfFile/investor_relations.pdf)
- [http://www.nytimes.com/2015/09/23/business/international/volkswagens-chief-in-the-vortex-of-the-storm.html?\\_r=0](http://www.nytimes.com/2015/09/23/business/international/volkswagens-chief-in-the-vortex-of-the-storm.html?_r=0)
- <http://www.theguardian.com/environment/2015/oct/15/uk-volkswagen-boss-denies-cars-emitted-higher-pollution-than-expected>
- [http://www.volkswagenag.com/content/vwcorp/info\\_center/en/news/2015/09/statement\\_ceo\\_of\\_volkswagen\\_ag.html](http://www.volkswagenag.com/content/vwcorp/info_center/en/news/2015/09/statement_ceo_of_volkswagen_ag.html)
- <http://edition.cnn.com/videos/world/2015/09/23/volkswagen-scandal-resignation-shubert-cnni-wrn.cnn>
- <https://youtu.be/YpPNVSQmR5c>
- [https://youtu.be/\\_nytMs6vrVk](https://youtu.be/_nytMs6vrVk)

#### **Economic growth and international markets.**

- <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>
- [http://webcasts.barclays.com/corporate/video/cb\\_20150112\\_2015\\_Economic\\_Outlook.asp](http://webcasts.barclays.com/corporate/video/cb_20150112_2015_Economic_Outlook.asp)
- <http://tinyurl.com/nb9x4n8>
- <http://www.worldbank.org/en/publication/global-economic-prospects>
- <http://tinyurl.com/nt7ysvz>

#### **Export strategy.**

- <http://tinyurl.com/pv25lh9>
- <http://bcove.me/prrtisn1>
- <http://tinyurl.com/kb96bp4>

#### **International contracts and means of payment. Documentary credits. Incoterms.**

- <https://www.gov.uk/business-finance-explained/print>
- <http://www.betterbusinessfinance.co.uk/finance>
- <http://tinyurl.com/ltqsmhj>
- <http://www.ipsenlogistics.de/rulesregulations.php?track=8e296a067a37563370ded05f5a3bf3ec>
- <http://www.youtube.com/watch?v=D3iWkJFbytI#t=37>
- <http://www.iccwbo.org/products-and-services/trade-facilitation/incoterms-2010/the-incoterms-rules/>

#### **Online business, e/m-commerce, web/digital/moment advertising.**

- <http://tinyurl.com/o9czxye>
- <http://tinyurl.com/oa9kyvf>
- <http://www.banktech.com/what-consumers-want-from-mobile-banking-apps/v/d-id/1297131>
- <http://articles.bplans.co.uk/category/running-an-online-business>
- <http://www.ducttapemarketing.com/blog/2014/04/25/online-presence/>
- <http://tinyurl.com/juldpyo>
- <https://mobileadvertisingservicesexplained.wordpress.com/>
- <http://www.triggere.com/>

### **Accounting, financial statements, standards, ratios analysis.**

- <http://www.accountingcoach.com/accounting-basics/explanation/1>
- <http://www.accountingcoach.com/accounting-basics/explanation/2>
- <http://www.iasplus.com/en/standards/ias>
- <http://i.investopedia.com/inv/pdf/tutorials/financialratio.pdf>
- <http://www.iasplus.com/en/tag-types/global/publication-series/models-and-checklists>

### **Business reports, SWOT analysis.**

- [http://www.mindtools.com/pages/article/newTMC\\_05.htm](http://www.mindtools.com/pages/article/newTMC_05.htm)
- <http://www.businessballs.com/swotanalysisfreetemplate.htm>
- <http://tinyurl.com/hlxfwqm>
- <http://www.oxforddictionaries.com/us/words/structuring-a-business-report-american#intro>
- [http://learn.coleggwent.ac.uk/file.php/14/StudySkillsGuides/How\\_to\\_write\\_a\\_report.pdf](http://learn.coleggwent.ac.uk/file.php/14/StudySkillsGuides/How_to_write_a_report.pdf)
- <http://www4.caes.hku.hk/epc/reports/>

### **British and American business organizations.**

- <https://www.gov.uk/business-legal-structures>
- <https://www.gov.uk/running-a-limited-company>
- <https://www.gov.uk/business-legal-structures/limited-company>
- <https://www.gov.uk/business-legal-structures/limited-partnership-and-limited-liability-partnership>
- <http://www.sba.gov/content/corporation>
- <http://www.sba.gov/content/s-corporation>
- <http://www.llrx.com/features/uk2.htm>
- <http://www.theguardian.com/media/2012/dec/07/leveson-inquiry-royal-charter-history>
- <http://legal-dictionary.thefreedictionary.com/Limited+Liability+Company>

### **British legal pattern.**

- <http://www.llrx.com/features/uk2.htm>
- [http://www.cilex.org.uk/about\\_cilex\\_lawyers/the\\_uk\\_legal\\_system.aspx](http://www.cilex.org.uk/about_cilex_lawyers/the_uk_legal_system.aspx)

### **Corporate governance, management styles and theory X/Y.**

- <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>

### **Working in an international setting: job search, LinkedIn, application letter, video CV, job interview, jobs at Amazon.com.**

- <https://owl.english.purdue.edu/owl/owlprint/543/>
- <https://owl.english.purdue.edu/owl/owlprint/995/>
- <http://www.irishjobs.ie/careeradvice/accountancy-cv-tips/>
- <http://www.quintcareers.com/resume-keywords/>
- <http://www.bloomberg.com/bw/stories/2007-05-06/the-art-of-the-online-r-sum>
- <http://www.quintcareers.com/identifying-resume-keywords/>
- <http://www.quintcareers.com/wild-card-interview-questions/>
- <https://www.bluesteps.com/blog/executive-resume-quick-tips>
- <https://www.sparkhire.com/video-resumes>
- <https://topcvmakers.com/en/video-cv>
- <http://tinyurl.com/m5j548>
- <http://tinyurl.com/p9assbv>
- <http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-govHighlights>
- [http://media.corporate-ir.net/media\\_files/irol/97/97664/reports/Shareholderletter97.pdf](http://media.corporate-ir.net/media_files/irol/97/97664/reports/Shareholderletter97.pdf)
- <http://tinyurl.com/8xbed5j>
- <http://tinyurl.com/ovllx58>

### **Numeracy**

- [http://www.cielz.ca/lesson\\_saying\\_numbers.php](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.primaryresources.co.uk/maths/powerpoint/Reading_and_Writing_Numbers.ppt)
- <http://www.tolearnenglish.com/exercises/exercise-english-2/exercise-english-97007.php>

### Language practice:

- <http://www.better-english.com/exerciselist.html>
- <http://www.englishmedialab.com/business.html>
- <http://www.english-online.org.uk/biz3/bizb91.htm>
- <http://tinyurl.com/n6ek5e4>
- <http://www.mooc.com/courses/common-mistakes>
- <http://www.mooc.com/courses/grammar-guru-1>
- <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#GCSEBusMod1BusOrgs>
- [http://www.readwritethink.org/files/resources/interactives/letter\\_generator/](http://www.readwritethink.org/files/resources/interactives/letter_generator/)
- <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.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/>
- <http://tinyurl.com/mz9hwkc>
- Glossari specialistici indicati nell'e-group.

### Grammatiche consigliate

- M. Hewings, *Advanced Grammar in Use*, 3<sup>rd</sup> 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: Sì
- 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: Sì
- 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:  
<https://groups.yahoo.com/neo/groups/ENGLISHFORESMIMEC/info>  
Per accedervi, inviare una email indicando nome, cognome, matricola o data di nascita a:  
[englishforesmimec-subscribe@yahoogroups.com](mailto:englishforesmimec-subscribe@yahoogroups.com)
- Ricevimento: al termine delle lezioni o su prenotazione via email presso la stanza n. 7 dell'Area Linguistica.
- Email del docente: [salvatore.averna@uniba.it](mailto:salvatore.averna@uniba.it) [salvatore.averna9@tin.it](mailto:salvatore.averna9@tin.it)