

A.A. 2006/2007 LINGUA INGLESE M-Z

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Esame da 10 crediti (orale)

The business part of the oral exam is based on the units, newspaper and web articles covered during the semester. The textbooks are:

- **D. Cotton, D. Falvey, S. Kent, *Market Leader***, Longman, **2005 new edition** . (units listed below)
- **E-World, Georgina Lovera di Maria**, Pitagora Editrice Bologna, 2005
- **NET –ENGLIH. gr@mmar through the WEB, Georgina Lovera di Maria** Pitagora Editrice- Bologna, 2004

List of chapters and texts taken from *Market Leader* :

Brands (unit1)	"Made in Europe " p.8 " Caferoma" p. 12-13
Advertising (unit 6)	" What makes Nike's advertising tick? " (p.48)
Organisation (unit 3)	" Company structure " (p. 23) " Dirty Business, bright ideas " (p.24)
Competition (unit 14)	" Nokia and the ringing of competition " (p. 118)
Leadership (unit 12)	" Describing character " (p. 101) " The bolt that holds the Ikea empire together " (p. 102) " Case study " (p. 106-07)
Quality (unit 10)	"Miele focuses on old-fashioned quality" (p. 87)
Ethics (unit 10)	Starting up (p. 92-93) " No hiding place for the irresponsible business" (p. 94) " Profit or principle?" (p. 98-99)

During the **oral exam** students will be required to:

Give appropriate answers in fluent English to questions on at least six units chosen from the ones listed above, on **all** the sections in E-World and **at least one** of the topics analysed in *NET – ENGLIH. gr@mmar through the WEB* (The Language of the Law and The language of Economics)