

Class Projects

These projects require students to play different roles and interact with each other. They will have to carry out discussions or write documents. Students can find the basic information in the units, while extra materials are suggested in the *resources*.

Unit 1 • E-commerce

Background information

You work for the Sales Department of a chain of bookshops in Italy and you want to start selling online to increase the number of customers in Italy and abroad.

Activities

1. You work for the Marketing Department. Study the situation and produce a report on the opportunities of e-commerce for books in Italy.
2. Present your report to the Board of Directors. Prepare both a written report to give as a handout and a presentation with slides.
3. You are the members of the Board of Directors. Follow the presentation, ask questions if necessary, read the report and make a decision.
4. You work for the Human Resources Department. Design a course on e-commerce for the personnel and send an email to all staff members in which you give details about the course.
5. You work for the IT Department. Produce at least two different drafts for a layout of the e-commerce site and present it to the Board of Directors.
6. You are the members of the Board of Directors. Analyse different drafts of a layout for the e-commerce site and choose the best one.

Resources

- The section *How to* for the report and the presentation.
- The section *Handy Manual* for the email to staff members.
- Examples of e-commerce sites for books (e.g. www.amazon.co.uk, www.ibs.it and others)
- Data on book sales in Italy (<http://www.allbrain.org/italian-book-market-2015>, <http://www.infotoday.eu/Articles/News/Featured-News/Italy-the-book-market-101739.aspx>, http://www.ansa.it/english/news/2016/01/28/sales-of-traditional-books-in-italy-rise-in-2015_e455054b-cb6a-4938-8dc7-3563d072bb76.html).

Unit 2 • Globalisation conference

Background information

You work for a TV channel and want to organise an international conference on the pros and cons of globalisation to be broadcast real time all over the world.

Activities

1. You are the presenter. Prepare a short introduction and decide on the guests you want to invite.
2. You are the guests. You will be given a role card to prepare your speech.
3. Roleplay the conference. If you are the presenter, introduce the topic, ask the guests to give their opinions and interact with them. If you are a guest, deliver your prepared speech to support the ideas in the card.
4. You are a journalist. Write a short article on the pros and cons of globalisation discussed in the conference.

Resources

- The section *How to* for the article/essay.
- Online articles on the pros and cons of globalisation (<https://netivist.org/debate/globalization-pros-and-cons-economic-cultural-and-political>; <https://blog.udemy.com/pros-and-cons-of-globalization>).

Unit 3 • Organisational chart

Background information

You are a consultant and a big company has asked you to design a new organisational chart to let them work on different projects at the same time. The company has a traditional functional structure.

Activities

1. Study the situation and draw a new chart for a product organisational structure.
2. Present the new organisational chart to the Board of Directors highlighting the advantages.
3. You work for the new Human Resources Department. Write an email to all staff members to inform them on the new organisation structure of the company.

Resources

- The section *How to* for the presentation.
- The section *Handy Manual* for the email to staff members.
- This online site for information on different organisation structures: <https://pingboard.com/blog/types-business-organizational-structures/>.

Unit 4 • Yoghurt franchising

Background information

You are a sole trader with limited financial resources. A friend of yours suggests opening a 'yogurteria' (frozen yogurt). It is similar to a 'gelateria' but people see it as healthier. Explore the opportunity of a franchising contract with a popular chain.

Activities

1. Surf the Net to find information and understand what a yogurteria is and what it sells.
2. Apply for a course in order to learn how to make yogurt.
3. Send your CV and a cover letter to a prospective franchisor.
4. Have an interview with the franchisor.
5. Prepare a leaflet announcing the opening of your shop.

Resources

- A site of a popular yogurt chain: <http://www.yogurtlandia.com/en/franchising/>
- The section *How to* for the CV and the cover letter.
- A link for a 7-day course: <http://foodscience.psu.edu/workshops/ice-cream-short-course>.

Unit 5 • Market segmentation and research for a new Italian smartphone

Background information

You work for an Italian company that wants to launch on the market a new smartphone. As large companies are steady on the market, you have to concentrate on a product for a specific target customer.

Activities

1. You work for the Marketing and Research Department. Organise a meeting to identify the market segment on the basis of at least three criteria (e.g. sex, age group, etc.).
2. The Finance Department has prepared a budget for market research. The total sum available is 1,000 euros. You work for the Marketing and Research Department. Prepare a detailed note on how you are going to spend the money. First of all, decide how much money will be spent on field research and desk research, and then what type of research you are going to carry out. Remember that you have to include a questionnaire.
3. Prepare a questionnaire. Do not use open questions, but rather yes/no or multiple choice questions. Write your questions to determine the characteristics of the smartphone you want to launch on the market (e.g. size, colour, apps, price, etc.).
4. Use a table to summarise the results of the questionnaire and define the characteristics of your smart phone and put them together with the results of other types of research and determine the final characteristics of your product.

Resources

- A site on how to write a questionnaire for a survey: <https://www.surveymonkey.com/mp/survey-question-types/>.
- A site for new products research: <https://www.marketingdonut.co.uk/marketing/market-research/new-product-research/overview>.

Unit 6 • Advertising campaign for a new Italian smartphone

Background information

You have to prepare the advertising campaign for your smartphone. Keep the target customer in mind and choose the best medium and type of message.

Activities

1. You are the members of the team working on the advertising campaign. Discuss the characteristics and expectations of your target customer and choose the appropriate medium/media. Justify your opinions and reach an agreement.
2. Decide on the features of the advertisement (image, slogan, logo, etc.).
3. Write a slogan.
4. Write an article on the new product for the company's newsletter.

Resources

- The section *How to* for the promotional article.

Unit 7 • Looking for a salesperson

Background information

Your company is looking for a salesperson. The Human Resource Department is responsible for the recruitment.

Activities

1. You work for the Human Resources Department. Write an advert specifying the position, type of job, etc.
2. You are looking for a job. Apply for the job by sending your CV and a cover letter.
3. You work for the Resource Department. Interview candidates and choose the best one.

Resources

- The section *How to* for the cover letter and the CV.

Unit 8 • Analysing the economic situation

Background information

You are an economic analyst and have been invited to a conference on the current Italian situation.

Activities

1. Choose a topic for your speech (e.g. GDP, balance of payments, economic growth, inflation, unemployment).
2. Choose a graphic to support your speech.
3. Make a plan for your speech and do your presentation.

Resources

- The section *How to* for the presentation.
- Newspapers and magazines (e.g. *The Economist*, *Il sole 24 ore*, etc.) or Internet sites for the graphs.
- Unit 1 - phraseology for the description of the graph.

Unit 9 • Sales conditions for an online book shop

Background information

Your company needs to decide the sales conditions for its online bookshop.

Activities

1. Decide which conditions best apply to e-commerce.
2. Write down a short version of a contract of sale to be published on the company's site. You will be given a model to adapt to your book shop.

Resources

- A sample online sale contract: <https://store.vaisala.com/eu/about/terms-and-conditions-of-sale>.

Unit 10 • Insurance claim

Background information

Part of the goods bought have been stolen during sea transportation.

Activities

1. You are the buyer. Write an email to inform the seller of the missing goods.
2. You are the seller. Make an insurance claim.

Resources

- The section *Handy Manual* for the insurance claim.

Unit 11 • Discussing Logistics

Background information

You are a student of Economics and your teacher has given you an assignment on Logistics.

Activities

1. Write an essay comparing different types of warehouses.
2. Make a presentation on integrated Logistics.
3. Write a report on the best type of warehouse for a fruit retailer.

Resources

- The section *How to* for the essay, the presentation and the report.

Unit 12 • Bank services for small businesses

Background information

The Board of Directors of your bank has just decided to launch a new series of services for small businesses.

Activities

1. You are part of the team project in charge of deciding the new services for small businesses. Discuss types of accounts, financing and other services (e.g. e-banking, credit cards, etc.).
2. Prepare a promotional article on the new services for the bank newsletter.
3. Write an offer of your new services to prospective new clients.

Resources

- The section *How to* for the promotional article.
- The section *Handy Manual* for the offer.
- Internet sites of the major banks.

Unit 13 • How a letter of credit works

Background information

You work for the Foreign Department of a bank and one of your customers asks you to explain how a letter of credit works.

Activities

1. Find the easiest way to describe to a non-specialist how a letter of credit works. You can use drawings, bullet points, etc.
2. Prepare a list of FAQs and anticipate the answers.

Resources

- Ready-made drawings of how letters of credit work on the Internet.
- Lists of FAQs: <http://www.icicibank.com/business-banking/faq/trade-service/letter-of-credit-faqs.page>, <http://www.lettercredit.com/cfp/faqs.php>.