

LESSON PLANNING

MODULE TITLE	Market Forms Target : 2 [^] liceo delle Scienze Umane
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TOPIC of lesson	Features of market structures
TIME	9 lessons (50' each)
CONTENT	Pre- requisite about market forms
LEARNING OUTCOMES	Features of market structures: size and number of sellers, nature of the products, demand curve, entry barriers, choices to control prices. - being able to classify products according to their market structure
LANGUAGE FUNCTIONS	<ul style="list-style-type: none"> ▲ - information gathering ▲ - organizing information in charts, selecting the most important ▲ - Being able to describe the features of the different market structures ▲ being able to understand a graph about the demand curve labelling it ▲ being able to describe the different features of products according to their market structures.
LANGUAGE STRUCTURES	Being able to talk about market structures, products, sellers and buyers, demand and supply , costs and entry barriers
VOCABULARY	List of key words proposed by the teacher and by the students with the Italian translation or with their definition given in English . The study of new vocabulary is proposed through pictures
ACTIVITIES and SKILLS INVOLVED	<ol style="list-style-type: none"> 1) To raise interest: each student has a picture; they work in pairs, one has to describe the picture and the other has to guess. 2) A brief description of market forms is given together with a list of words. Reading activity. Students must read the document ; they translate it, noting down the words they have to look for in the dictionary. 3) Vocabulary exercise – matching words and pictures. 4) Content and speaking activity: Students should label homogeneous and heterogeneous products ; Students should classify products according to their market form. <p>ROLE PLAY: Student A pretends to be the manager of Lavazza, student B pretends to be the manager of a company producing oranges. They think of some legal strategies to make it difficult for other firms to enter the market and become competitors (entry barriers).</p> <ol style="list-style-type: none"> 5) Listening activity. Students must answer some questions while listening to the reading of the text. Fill in the gaps activity while listening. 6) http://www.youtube.com/watch?v=9Hxy-TuX9fs 7) Writing: students write a text using the words given. 8) written test 9) Test are given back and students write a self assessment
ASSESSMENT	See the test and the self assessment documents