

I.T.C. " ABBA BALLINI "

a.s. 2017/2018

PROGRAMMA SVOLTO CLASSE 5 ^ F

DISCIPLINA : LINGUA INGLESE

Testi in adozione :

"BUSINESS EXPERT "

PEARSON - LONGMAN

F. Bentini, B. Bettinelli, K. O'Malley

"ACTIVATING GRAMMAR "

PEARSON- LONGMAN

A. Gallagher, F. Galuzzi

TRIMESTRE

BUSINESS COMMUNICATION- Unit 2

" The basics of business communication "

Writing business :emails

Parts of an email : heading, message

Netiquette

ECSs :

ICT, intranet, wiki ,blog ,posting, instant messaging, conference call, webinar, webcast, streaming, cloud computing ,shared workspace

BUSINESS COMMUNICATION – Unit 3

" Documents in business"

Invoice : definizione

Definizione : certificate of origin

Definizione : packing list

Packing and containers

PENTAMESTRE

INCOTERMS : definizione

Transport : definizione

Sea,air,road and rail transport : advantages and disadvantages

Transport documents : definizione

Payment terms : definizione

Pre-payment

COD

Down-payment

Open account

BUSINESS COMMUNICATION ,Unit 4

“The international business transaction “

Enquiries, positive and negative replies

Orders , positive and negative replies to orders

Complaints and replies

BUSINESS, FINANCE AND MARKETING ,Unit 7

What's globalisation ?

Reasons against globalisation

Glocalisation

Outsourcing and offshoring

Globalisation : its good, bad and ugly sides

BUSINESS ,FINANCE and MARKETING , Unit 2

Business organisation :

sole traders and partnerships

Business in the current economic climate :

Startup companies, Co-working

Limited companies, Co-operatives, Franchising

How business grows :

Mergers, Takeovers, Acquisitions, Joint ventures

Startup companies, Co-working

Multinationals

The internal organisation of a business :

Types of organizational charts:

Hierarchical organizational chart

Matrix organizational chart

Flat organisational chart

BUSINESS, FINANCE AND MARKETING ,Unit 4

The market and marketing

What's marketing ?

Market segmentation

Target marketing : market map

Market research : qualitative /quantitative data

Primary research/secondary research

Market position : SWOT analysis

E- marketing : the 5 S's framework : Sell, Serve, Speak, Save, Sizzle

Advantages of e-marketing

Disadvantages of e-marketing

BUSINESS ,FINANCE AND MARKETING ,Unit 5

The marketing mix

The Four Ps :

Product : branding, brand names, logos, brand image

Packaging and labels

Price : definition

Pricing strategies :

Penetration prices

Competitive pricing

Captive product pricing

Promotional pricing

Psychological pricing

Place

Factors to be taken into account for determining distribution channels

Stores and shops

Promotion: definition

Advertising

Informative, persuasive, competitive advertising

Advertising campaigns

Da : "1984" di G. Orwell lettura di un estratto :

(materiale fornito dall'insegnante)

" Two Minutes Hate "

Traduzione e commento

Note biografiche sull'autore , temi essenziali del romanzo

LA DOCENTE

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GLI ALUNNI

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Brescia, 4-6-2018