



## PROGRAMMA SVOLTO

**ANNO SCOLASTICO 2018-2019**

<b>DOCENTE</b>	<b>CLASSE</b>	<b>DISCIPLINA</b>
prof.ssa Stefania Andreoli	5F RIM Relazioni Internazionali	Lingua straniera INGLESE 3 ore settimanali

### TESTO IN ADOZIONE

F. Bentini, B. Bettinelli, K. O'Malley - *Business Expert* - Pearson Longman

### CONTENUTI

#### **Unit 1 - International Trade**

Business in its economic background

Economic systems

Mature and emerging markets

The regulation of the international trade: The World Trade Organization, The International Monetary Fund, The World Bank

Foreign trade control

Trading blocs: The EU, APEC, Nafta, G20

E-commerce and e-commerce transactions

Tips for staying safe on line

*Cultural Insights - Economics*: Silicon Valley; What has the Internet become?; A brief history of booms and slumps

*Case study*:

Evaluating e-commerce opportunities and risks

Cross-cultural briefings and business cultural awareness

D&G case study: [https://www.corriere.it/moda/news/18\\_novembre\\_25/dolce-gabbana-effetti-collaterali-da-cinese-vi-spiego-perche-modella-non-ci-piaceva-35e93212-f08f-11e8-93f5-f4e69b527157.shtml](https://www.corriere.it/moda/news/18_novembre_25/dolce-gabbana-effetti-collaterali-da-cinese-vi-spiego-perche-modella-non-ci-piaceva-35e93212-f08f-11e8-93f5-f4e69b527157.shtml) (materiale fornito dall'insegnante)

BBC Video (in French and English): Opponents of Amazon – policies to protect domestic companies

#### **Unit 2 - Business Organisation**

Business organisation: sole traders, partnership, limited companies, co-operatives, franchising

How businesses grow: mergers, takeovers, acquisitions, joint ventures.

Types of integration

Multinationals: advantages and disadvantages

Business in the current economic climate: start up, micro business, co-working

The internal organization of a business: types of organisational charts

*Case study*:

Sole trader or partnership?

Multinationals



#### **Unit 4 - The Market and Marketing**

What is marketing? Market segmentation and market map

Market research: analysis of online questionnaire of a GPS company

E-marketing: advantages and disadvantages

Market position: SWOT analysis – analysis of book case study, a clothes shop.

More about SWOT analysis: <https://canvanizer.com/new/swot-canvas> (materiale fornito dall'insegnante)

*Case study:*

Organizing market research.

A marketing questionnaire.

BBC Video: The toy industry– identify customers needs and techniques to sell products.

#### **Unit 5 - The Marketing Mix**

The Four Ps.

Product: branding, logos, image, u.s.p., packaging

Price: pricing strategies

Place: distribution channels

Promotion: advertising, AIDA, methods of promotion, cultural awareness to promote and sell

Social media advertising

*Case study:*

Relaunching a product

*Reading the Press:*

Cross-cultural marketing blunders (adapted from *Kmintessential.co.uk*)

BBC Video: Storage marketing and competition– identify the mixed elements to get into a successful sale

#### **Unit 6 - The EU**

Building Europe: the story so far, the development of the EU

The EU economic and political objectives

European treaties

Who's who in the European Union: The European Council, The European Parliament, The Council of The European Union, The European Commission, The Court of Justice, The European Central Bank

What does Europe do for you?

Europe: pros and cons.

Brexit – videos and websites (materiale fornito dall'insegnante)

Brexit, a really simple guide: <https://www.bbc.com/news/uk-46318565>

Brexit all you need to know: <https://www.bbc.com/news/uk-politics-32810887>

Brexit explained in 1 min: <https://www.youtube.com/watch?v=aXEcYVhHasU>

What happens when the UK leaves the EU?: <https://www.youtube.com/watch?v=7eoDwvl0QGk>

Brexit jargon: <https://www.bbc.com/news/uk-43470987>

*Reading the Press:* Business cultural awareness in the EU (adapted from *hubpages.com*)

*Cultural Insights - Government and politics:* How the UK is governed; The UK political parties;

What has the EU ever done for us?; We should govern ourselves; Rights of young people in UK;

Opinions and policies: conservatives vs. labouites.

Video PiazzaPulita: Mani sulla città R. Prodi e the EU:

<http://www.la7.it/piazzapulita/rivedila7/piazzapulita-mani-sulla-citt%C3%A0-puntata-21032019-22-03-2019-266703> (materiale fornito dall'insegnante)



## **Unit 7 - Globalisation**

What is it?

Reasons against and for globalisation

The economical, social, political dimension of globalisation

The role of technology in globalisation

Glocalisation

Outsourcing and offshoring: advantages and disadvantages

*Reading the Press: Globalisation: its good, bad and ugly sides (adapted from forbe.com)*

*Cultural Insights – A changing society: The UK population today; Comparing population; Young Italians on the move; The Immigration debate; Integration and multiculturalism; Welfare in the UK and in the USA.*

Percorso interdisciplinare -

UDA dal titolo 'Globalizzazione, nazionalismo e rappresentanza' (Diritto - Relazioni Internazionali- Inglese – Storia)

Unit 6 - The EU – Istituzioni; Brexit

Unit 7 – Globalisation

Gli studenti

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