



PROGRAMMA DI INGLESE

Classe: 5G AFM

Docente: Barbara Baiguera

Contenuti

SECTION 1: BUSINESS, FINANCE AND MARKETING

UNIT 1 – INTERNATIONAL TRADE

- Business in its economic background
- Economic systems
- Mature and emerging markets
- The regulation of international trade
- Trading blocks
- E-Commerce

UNIT 2 – BUSINESS ORGANISATION

- Introduzione
- Business organisation
- How businesses grow
- Multinationals
- Business in the current economic climate
- The internal organisation of a business
- *Reading the Press*: Business starts at school
- *Reading the Press*: Video Game Development

UNIT 3 – BANKING AND FINANCE

- Introduzione
- Banking services
- Online banking
- The Stock Exchange
- Financial crises



UNIT 5 – THE MARKETING MIX

- Introduzione alle 4P
- Product
- Price
- Place
- Promotion
- Social media advertising
- AIDA

UNIT 6 – THE EU

- Introduction
- Building Europe: the story so far
- European Treaties
- The European Union Institutions
- What does Europe do for you?
- EU economic and monetary policy
- Europe: pros and cons
- *Reading the Press*: Europe wants to ban the European names from cheese made in the USA
- *Reading the Press*: Cultural differences in business between countries in Europe

UNIT 8 – BUSINESS ETHICS AND GREEN ECONOMY

- Introduzione
- The triple bottom line
- Corporate social responsibility
- Sustainable business
- Fair trade
- Microfinance
- Ethical banking and investment



SECTION 2 – BUSINESS COMMUNICATION

UNIT 1 – JOB APPLICATIONS

- Introduzione
- Job vacancies
- Job interviews
- Covering letters
- Curriculum Vitae

CULTURA GENERALE – CULTURA E CITTADINANZA

- BREXIT
- British Christmas traditions
- FILM “The Social Network” (2010), per i legami tematici con la UNIT 2
- FILM “The Big short” (2015), per i legami tematici con la UNIT 3
- TELEFILM della serie “Black Mirror” sul potere dei mass media
- TELEFILM della serie “Black Mirror” su una società distopica
- VIDEO intervista con il Professor Muhammad Yunus della Grameen Bank, per i legami tematici con la UNIT 8
- LETTURA “English-speaking countries”
- LETTURA “English around the world”
- LETTURA “British and American English”
- LETTURA “Short history of the UK and of the USA”
- LETTURA “The making of the UK”
- LETTURA “The Industrial Revolution”
- CANZONE “Father and Son” di Cat Stevens sulla libertà individuale
- CANZONE “Russians” di Sting sulla guerra fredda
- ESSAY “My work experience”
- ESSAY “International Day for the elimination of violence against women”
- ESSAY “Aspettative per l'anno scolastico e per l'esame di stato”

FOCUS ON GRAMMAR (revision)



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- Singular and plural nouns
- Past Simple VS Present Perfect
- Describing future events
- Expressing likelihood and probability
- Advice, obligation and necessity, prohibition
- Conditionals
- Passives

FOCUS ON FUNCTIONS

- Basic conversation functions
- Socialising
- Describing trends
- Asking for and giving opinions
- Basic conversation functions

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L'insegnante

Gli studenti