



PROGRAMMA DI INGLESE  
Anno Scolastico 20018 / 2019  
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**ISTRUZIONE DEGLI ADULTI**  
( Terzo periodo didattico )  
Classe **5B**

Gli argomenti programmati sono stati tutti svolti fino alla data odierna. Con riferimento al libro di testo in adozione "Business Plan", essi sono i seguenti :

1. BUSINESS THEORY AND COMMUNICATION ( UDA 1 )

Modulo 1 - Business background : Production. Factors of production. Sectors of production. The supply chain. Commerce. Home trade and international trade. Methods of communication.

Modulo 2 - The business world : Business structures. Business growth. The curriculum vitae. Applying for a job.

Modulo 3 - Marketing : The marketing concept. The marketing process. Market research. The marketing mix. Digital marketing. Advertising.

2. BUSINESS IN THE 21<sup>st</sup> CENTURY ( UDA 2 )

Modulo 1 - Globalisation : What is globalisation ? A digital world. The digital divide. Global trade. Global companies. Multinational relocation.

Modulo 2 - Technology : Technology and the workplace. E-commerce. Information technology. Technopoles.

Modulo 3 - Responsible business : Global warming. The greenhouse effect. Renewable energy. Green business. Fair trade. Ethical banking.

Modulo 4 - Global issues : Microcredit. The Grameen bank. Deindustrialisation. Deindustrialisation in the UK and in the USA

3. CULTURAL AND SOCIAL HISTORY OF THE UK AND THE USA ( UDA 3 )

Modulo 1 - The financial world : Globalisation in the banking industry. Modern banking. Online banking. Central banks. The Stock Exchange.

Modulo 2 - British History : Milestones in British history ( History timeline ) The industrial revolution. The Victorian age. The British Empire. The British Commonwealth.

Modulo 3 - U.S. History : Milestones in American history ( History timeline ). America's industrial revolution. Urbanisation and economy. The Wall Street Crash. The great depression. The new deal.

4. POLITICAL SYSTEMS OF THE UK AND THE USA ( UDA 4 )

Modulo - A parliamentary system : the UK.  
A presidential system : the USA.

Brescia, 08 maggio 2019