



PROGRAMMA SVOLTO

ANNO SCOLASTICO 2020-2021

DOCENTE	CLASSE	DISCIPLINA
prof.ssa Stefania Andreoli	5F RIM	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?

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 (materiale fornito dall'insegnante)

BBC Video (in French and English): Opponents of Amazon – policies to protect domestic companies (materiale fornito dall'insegnante)

Reading the Press:

Books, everything must go (adapted from *The Financial Times*)

Amazon Go service (video fornito dall'insegnante)

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

Multinationals – visione film *The Founder*

<https://www.theguardian.com/film/2017/jan/16/the-founder-review-ray-kroc-micheal-keaton-dick-and-mac-mcdonald>

Materiale fornito dall'insegnante PROS and CONS of Multinationals



Unit 3 – Banking and finance

Banking services (accounts, loans, overdrafts, mortgages, advice)

Online banking and mobile banking security

The Stock Exchange: Bear and Bull markets, The London Stock Exchange, The FTSE 100, The New York Stock Exchange

Financial Crisis: The Latin American Sovereign Debt Crisis; The Stock Market Crash; The Dotcom Bubble

Cultural Insights – Economics: A brief history of booms and slump, The Great Crash of 1929, The Credit Crunch of 2008

Central Banks – The European Central Bank- The Federal Reserve System (materiale fornito dall'insegnante)

PERCORSO MULTIDISCIPLINARE: *Crisi economica del XX secolo: The Great Crash del 1929 e The Credit Crunch del 2008*

Materie coinvolte: inglese, economia aziendale, storia

Visione del film *La grande scommessa - The Big Short* (2015)

Interpretazione, analisi della crisi tramite i personaggi dei film e spiegazione di approfondimento

<https://www.ilfattoquotidiano.it/2013/09/16/lehman-brothers-dopo-5-anni-dalla-crisi-tutto-si-puo-ripetere-presto/712996/>

Unit 8 - Business ethics and green economy

The triple bottom line: people, planet, profit – measuring the TBL

Corporate social responsibility and its implications

Sustainable business.

Fair trade and fair trade brands

Microfinance: non profit microfinance organisations

Ethical banking and investment.

Reading the Press: Ethical investing.

Agenda2030 (Percorso Educazione Civica)

Sustainable Development Goals – a new social contract (video)

UN Chief on Decade of Action for the Sustainable Development Goals - Video message by H.E.

Mr. António Guterres, United Nations Secretary-General on Decade of Action for the Sustainable Development Goals. (video)

How We Can Make the World a Better Place by 2030 | Michael Green | TED Talks (video)

The United Nations Sustainable Development Summit: 17 Goals to Transform Our World (video)

<https://www.un.org/sustainabledevelopment/development-agenda/>

Presentazione rielaborativa degli studenti (flipped classroom)

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 and the Italian politicians in the EU

The Euro single currency and the eurozone

What does Europe do for you? https://europa.eu/youth/home_en

(Approfondimento progetti europei per I giovani)

Europe: pros and cons.

Brexit today



Brexit explained in 1m(video) <https://www.youtube.com/watch?v=aXEcYVhHasU>

Brexit: what happens when the UK leaves the EU?(video) <https://www.youtube.com/watch?v=7eoDwvl0QGk>

Brexit: Your simple guide to the UK leaving the EU (article) <https://www.bbc.com/news/uk-46318565>

Brexit: All you need to know about the UK leaving the EU (article)

<https://www.bbc.com/news/uk-politics-32810887>

Brexit in 10 dates

<https://video.corriere.it/esteri/referendum-lacrime-dimissioni-percorso-brexit-10-date/2dc1146a-4395-11ea-bdc8-faf1f56f19b7>

Europarlamento approva Brexit, canto d'addio

<https://www.youtube.com/watch?v=P-sudRffY34>

PERCORSO MULTIDISCIPLINARE: *Unione europea, istituzioni, carta dei diritti umani*

Materie coinvolte: Relazioni internazionali, Diritto, Inglese

Revisione materiale fornito a conclusione dell'anno 2019/20:

- The EU incontro in Aula Magna con funzionaria Commissione Europea;
 - Visita mostra *Z.Dogan, avremo giorni migliori* con materiale di approfondimento
- Human Right – The EU Charter Of Human Rights (percorso Educazione civica)

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 – think global act local

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

Globalisation in a time of transition (adapted from The Financial Times, July 2013)

Corona virus: a global emergency? Reactions from the world, side effects

Materiale riassuntivo PPT su Globalization fornito dall'insegnante

Webinar: Globalisation, ascesa e declino (from Pearson)

<https://www.youtube.com/watch?v=OvHSY1AaoAs&t=16s>

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.

Unit 5 - The Marketing Mix

The Four Ps.

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

Price: pricing strategies



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Place: distribution channels

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

Social media advertising: guerilla marketing

Reading the Press:

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

PERCORSO MULTIDISCIPLINARE : *Marketing Mix*

Materie coinvolte: Inglese, francese

Product, price, place, promotion; swot analysis; social media advertising; cultural awareness to promote and sell.

Gli studenti

L'insegnante

prof.ssa Stefania Andreoli