

***PROGRAMMA SVOLTO***

**ANNO SCOLASTICO: 2022 - 2023**

**DISCIPLINA:** Inglese

**DOCENTE:** Luisa Rita Bongioni

**CLASSE:** 5R AFM GSM

**TESTI ADOTTATI:** P. Bowen, M. Cumino, **THINK BUSINESS**, ed. Dea scuola

Materiali forni dalla docente

**BUSINESS THEORY**

***Marketing:*** *The marketing concept, Market research, Marketing strategies and techniques: STP, The marketing mix, Branding, Digital mktg.*

***Advertising****: Types of advertising, Advertising media, Digital advertising, Sponsorship.*

***Banking and Finance:*** *Banking (Types of banks, Bank services for business, online banking, banking security), ethical banking, Unbanked - Microcredit, Central Banks (ECB, The Federal Reserve System); The Stock Exchange, Stock indexes, major Stock Exchanges: London Stock Exchange, New York Stock Exchange, Milan Stock Exchange, Shanghai Stock Exchange, Tokyo Stock Exchange, NASDAQ.*

***Logistics and insurance:*** *Logistics; IT in distribution, Transport, Modes of transport (transport by land, transport by water, transport by air); Insurance: main features and types*

**BUSINESS COMMUNICATION**

***Enquiries:*** *Written enquiries, written replies to enquiries, Telephone enquiries.* ***Orders:*** *Written orders, written replies to orders, Telephone orders*

***Payments and complaints****: Written reminders, About late payments, Written complaints and adjustments*

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***THE XX century in the UK and the USA:***

*History: the First World War, the Second World War, The Wall Street Crash, The Great Depression, Totalitarianism*

*Literature: G. Orwell (life and works); Animal Farm (plot, characters, main themes - 1984 (plot, characters, main themes, reading and analysis of the excerpt: “Big brother is watching you) - Full reading of the collection “SELECTED READINGS” by G. Orwell, ed. Liberty*

***INSTITUTIONS***

*- The UK system of government: the British Parliament, the Constitution, the Monarchy, the main political parties, the electoral system.*

*- The Common Law system and the UK Constitution*

*- The American system of government: legislative branch, executive branch, judicial branch*

*- The European Community: history, main institutions, the Euro*

- The Taylor Report & The Hooligans

***GRAMMAR***

*- Revision and exercises on all the verb tenses, passive voice, reported speech, if clauses, comparatives*

Milano, 8 giugno 2023 F.to *Luisa Rita Bongioni*