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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 forniti 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*



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*