

ISTITUTO STATALE DI ISTRUZIONE SECONDARIA SUPERIORE

"FIANI -LECCISOTTI"

TORREMAGGIORE

PROGRAMMA DI LINGUA INGLESE

INSEGNANTE: Prof.ssa Boncristiano Eloise

CLASSE 5^AP. Anno Scolastico: 2021/2022

TESTO IN USO: "Business Expert" – F. Bentini, B. Bettinelli, K. O'Malley - Pearson-Longman

BUSINESS, FINANCE and MARKETING

1. The Market and advertising

- Marketing
- Market research
- The marketing mix
- Online marketing
- Advertising
- The power of advertising
- Trade fairs
- Market position: SWOT analysis

2. Business ethics and Green economy

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

3. Globalisation

- What is globalisation?
- Glocalisation
- Outsourcing and offshoring

4. The EU

- Building Europe: the story so far
- European treaties
- Who's who in the European Union
- What does Europe do for you?

BUSINESS COMMUNICATION

5. Job applications

- Finding job vacancies
- Analysing job interviews
- Analysing and writing a covering letter

- Understanding and writing a curriculum vitae

CULTURAL INSIGHTS

6. Government and politics

- The UK government
- The US government
- Political parties
- The organization of the EU

7. History

- The making of the UK
- The Industrial Revolution

8. Economics

- The UK at work
- Silicon Valley
- A brief history of booms and slumps
- The employment crisis

9. The challenge of the future

- What has the internet become?
- Future technologies
- Our energy future

PERCORSI TRASVERSALI

The tertiary sector: NEET – Not in Education Employment or Training.

Torremaggiore, 14 maggio 2022

L'INSEGNANTE

Eloise Boncristiano