**PROGRAMMA DISCIPLINARE DI LINGUA E CULTURA INGLESE**

**Materia Lingua Inglese**

**Prof.ssa Regina Mariella**

**Classe V A Rim**

**Libri di testo: Let’s do business in English**

**ARGOMENTI SVOLTI**

**1 CULTURAL BACKGROUND**

**The UK and The British Institutions**

**Key events in the British history**

**The Industrial Revolution**

**The European Union: from a national to a European citizenship**

**The main EU Institutions**

**2 BANKING AND FINANCE**

**The world of banking**

**The British and American banking systems**

**The stock exchange**

 **The New York stock exchange and the Great Depression**

**3 MARKETING**

**The marketing concept and process**

**Marketing segmentation**

**The marketing mix and the 4 Ps**

**Advertising**

**SWOT analysis**

**4 INTERNATIONAL TRADE**

**Home trade and International trade**

**Balance of Trade and Balance of Payments**

**The World Trade Organisation (WTO)**

**The International monetary Fund**

**The World Bank**

**Restricting international trade: Protectionism (tariffs,import quotas,subsidies)**

**Globalisation**

PARTE DEL PROGRAMMA DA SVOLGERE DOPO IL 15 MAGGIO ‘25

The Internet and Information technology

Artificial Intelligence

Santeramo in Colle,14/05/25

 La docente

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