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 First Industrial Revolution (cenni)

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 New York Stock Exchange and the Great Depression

Roosevelt and the New Deal

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 (outsourcing, offshoring, reshoring)

The Internet and Information technology

Santeramo in colle, 09/06/26

Gli alunni

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la docente

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