PROGRAMMA DISCIPLINARE DI INGLESE a.s. 2024-2025

Prof./ssa Loviglio Maria Francesca

Classe V B SIA

Libro di testo: Revellino, Schinardi, Tellier, *Let's do Business in English!*, Zanichelli

ARGOMENTI SVOLTI

International trade and logistics

- International trade
- The balance of trade and the balance of payments
- The regulation of international trade
- Restrictions on international trade: Protectionism
- International trade documents

Banking and finance

- The world of banking
- The banking system
- Ethical banking
- The stock exchange
- The Wall Street Crash and the Great Depression

Marketing

- The marketing concept and process
- Market segmentation
- Market research
- The marketing mix
- Advertising

- SWOT analysis
- E-marketing

Cultural background

- The British institutions (The Crown, Parliament, Government)
- The European Union (From a national to a European citizenship, values and goals, the main EU institutions)
- Brexit

Global issues

- Green business
- Deindustrialization
- Fair trade
- Mature and emerging markets
- Income and gender inequalities

Ed. Civica

- G8 – G20

Santeramo in Colle, 5 giugno 2026

Gli alunni

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La docente

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