



C.F. 91053080726 - Cod. Mecc: BAIS01600D - Cod. Univoco UFZ88A

Via F.lli Kennedy, 7 – 70029 - Santeramo in Colle (Ba)

bais01600d@istruzione.it - bais01600d@pec.istruzione.it - www.iisspietrosette.it

I.P.S.I.A.
via F.lli Kennedy, 7
Tel 0803036201 – Fax 0803036973

LICEO SCIENTIFICO
via P. Sette, 3
Tel –Fax 0803039751

I.T.C. “N. Dell’Andro”
via P. Sette, 3
Tel –Fax 0803039751

PROGRAMMA DI INGLESE

Prof.ssa LOVIGLIO MARIA FRANCESCA

Classe V B SIA a.s. 2021/2022

Fields of business

Commerce and trade

- International Trade
- The balance of trade and the balance of payments
- Methods of payment in international trade
- Restrictions on international trade
- International trade organizations

Information Technology in business

- Information technology in the sectors of production
- E-commerce

The business world

Business organizations

- Sole trader
- Partnerships
- Limited Companies
- Cooperatives
- Franchises
- Multinationals

Outsourcing and Offshoring

- What are outsourcing and offshoring?
- Types of offshoring

Business communication

- The curriculum vitae
- Letter of application for a job

The world of marketing

Marketing

- The marketing concept
- The marketing process
- Market segmentation
- Market research
- Methods of market research
- The marketing mix and the four Ps: Product – Price – Place – Promotion

Advertising

- What is advertising?
- The advertising campaign

CULTURE FRAMES

UK Politics

- The UK government
- The Constitution
- Legislative branch
- Executive branch
- Judiciary
- Main British political parties
- Brexit

The European Union

- From a national to a European citizenship
- Values and goals
- The main EU institutions

A Global World

- Globalization
- Global Economy
- Global trade and the WTO
- The Globalisation debate: Pros and Cons

EDUCAZIONE CIVICA

- The G20

Libro di testo adottato: Fiocchi/Morris, *The Business way with Culture Frames*, Zanichelli

Extra resources:

Revellino, Schinardi, Tellier, *Let's do Business in English!*, Zanichelli

The Group of Twenty: <https://www.cfr.org/backgrounder/group-twenty>

Brexit: <https://www.bbc.co.uk/newsround/50166269>

<https://www.bbc.com/news/uk-politics-46393399>

Santeramo in Colle, 09/06/2022

Gli alunni

La docente

Maria Francesca Loviglio