



ISTITUTO DI ISTRUZIONE SECONDARIA SUPERIORE
Pietro Sette



PROGRAMMA DISCIPLINARE DI INGLESE a.s. 2024-2025

Materia Inglese

Prof./ssa Loviglio Maria Francesca

Classe V C 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
- Foreign trade terms: Incoterms
- Modes of transport
- Insurance

Banking and finance

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



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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

Santeramo in Colle, 7 giugno 2025

La docente

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