



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2021/2022
CLASSE:	5BR
DISCIPLINA:	LINGUA INGLESE
DOCENTE:	VALERIA VECCHI
TESTO IN USO:	G. Zani, A. Ferranti, A. Phillips, <i>Your Business Partner</i>, A Education – Minerva Scuola

PROGRAMMA DETTAGLIATO

BUSINESS COMMUNICATION (revisione modelli e fraseologia, attività di reading e writing)

Unit 1 – Written Communication

Emails
 Email netiquette
 Business letters

Unit 4 – Enquiries, replies and offers

Steps in a business transaction
 Understanding enquiries
 Replying to enquiries
 Unsolicited offers

Unit 5 – Orders

Placing orders
 Order forms
 Acknowledging orders

Unit 6 – Managing payments

Easy review (esercizi e mappa)

Unit 7 – Sending goods and covering risks

Easy review (esercizi e mappa)

Unit 8 – Customer care

Complaints and replies to complaints
 Complaint concerning wrong goods
 Complaint concerning goods not up to sample
 Complaint concerning a delay in delivery
 Complaining and replying to a complaint

BUSINESS THEORY (attività di reading, writing, listening, speaking)

Unit 1 – The framework of business

The production process
 The factors of production
 Commerce and trade
 Distribution channels
 The impact of digital technology on business



The five components of digital transformation
Building the green economy

Unit 2 – Home and international trade

The contract of sale
Import/Export
Visible and invisible trade
The balance of trade and the balance of payments
Trade restrictions
INCOTERMS

Unit 3 – Business organisations

Private and public enterprises
Sole traders
Partnerships
Limited companies
Cooperatives
Multinationals
How businesses grow
Franchising
Startups
Public enterprises in the UK
Case study: Clarks: a family-owned private limited company

Unit 4 – Principles of marketing

The role of marketing
Market research
Marketing segmentation
SWOT analysis
The marketing mix
Advertising
Advertising media
Design thinking: what is it?

Unit 5 – Digital and social media marketing

Why digital marketing?
The new 'empowered consumer'
The role of the 4 Ps in the digital marketing mix
The importance of social media
Social media marketing and influencers

Unit 6 – Banking and finance

Bank services
Assisting businesses
ATMS, debit and credit cards
Instruments of credit
The letter of credit
E-banking and mobile banking
Banking safety
The banking system in the UK and the US
The stock exchange
Ethical banks

Unit 7 – Transport and insurance

The transportation industry
Land transport 1: Rail and canal
Land transport 2: Road



Transport by pipeline
Sea transport
Air transport
The insurance contract

Unit 8 – Globalisation

The globalisation process
Leading players in globalisation
WTO, IMF and World Bank
Main aspects of globalisation
Supporters and critics of globalisation
Global strategies and global companies
Outsourcing and offshoring
Developing a global mindset in business
Global issues

CULTURE (attività di reading, writing, listening, speaking; flipped classroom)

Units 2 – Social and political institutions

The UK system of government
The US system of government

Unit 3 – The economy explored

General framework of British economy
Agriculture, fishing and forestry
Mining and sources of energy
Industry
Trade and services
General framework of US economy
Agriculture, fishing and forestry
Mining and sources of energy
Industry
Trade and services

Unit 4 – History I: The making of the British and the American nations

An early history of invasions
The Plantagenet sovereigns
The Tudor century
The Stuarts, the Civil War and the Restoration
The Industrial Revolution
The New World
The War of Independence

Unit 5 – History II: The 19th century

Britain and the Napoleonic Wars
The Victorian Age
The British Empire
Westward expansion and land acquisition in the US
Texas and the West
The slavery question and the Civil War

Unit 6 – History III: The 20th century and the new millennium

The Great War
Britain in the 1920s and 1930s
The Second World War
The post-war years



From the 1950s to the mid-2010s
Brexit

Unit 7 – The EU and international organisations

The origins: the EEC

The EU

How the EU is organised

Legislation

The European Single Market

The United Nations Organisation

The North Atlantic Treaty Organisation

Skills for First: The truth about young people and Brexit

Unit 8 – The English-speaking world

Australia

South Africa

Del fascicolo *Your Exam Partner*, annesso al libro di testo, sono state svolte alcune esercitazioni all'inizio dell'anno scolastico, in preparazione dell'eventuale prova scritta dell'Esame di Stato.

MATERIALI INTEGRATIVI (link e/o file in piattaforma Classroom GSuite - attività di reading, writing, listening, speaking)

-Connectors

-Incoterms 2020

-*Squid Game* come fenomeno culturale globale

-film *Take the Lead* (Liz Friedlander, 2006) e approfondimento del concetto di *leadership*

-video pubblicitario di un profumo femminile associato alla canzone *You don't own me* di Lesley Gore

-Neuromarketing

-Tema dell'immigrazione:

- il confine tra Usa e Messico
- la poetessa di origini messicane Pat Mora e due sue poesie (*Immigrants; Elena*)
- due canzoni italiane: Luigi Tenco, *Ciao amore ciao*; Massimo Ranieri, *Lettera al di là dal mare*

-Tema dei diritti umani:

- lo scrittore e poeta britannico Benjamin Zephaniah e una sua poesia, *We Refugees*
- i bambini del campo di concentramento di Terezin
- i bambini aborigeni australiani della *stolen generation*

STAGE DI PCTO

Valorizzazione dell'esperienza in sede di verifica orale e condivisione con la classe, anche in vista del reimpiego del lavoro in sede di colloquio dell'Esame di Stato.

La Docente

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(firma autografa sostituita a mezzo stampa)