



# PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

<b>ANNO SCOLASTICO:</b>	<b>2022/2023</b>
<b>CLASSE:</b>	<b>5BR</b>
<b>DISCIPLINA:</b>	<b>LINGUA INGLESE</b>
<b>DOCENTE:</b>	<b>VALERIA VECCHI</b>
<b>TESTI IN USO:</b>	G. Zani, A. Ferranti, A. Phillips, <i>Your Business Partner</i> , A Education – Minerva Scuola F. Invernizzi, D. Villani, S. Mastrantonio, <i>Grammar Matrix</i> , Helbling Languages

## PROGRAMMA DETTAGLIATO

**Dal testo di microlingua in uso:**

**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  
 Case study. Airbnb: the story behind the \$1.3bn room-letting website

### **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  
 Case study. Newcastle seed business flourishes thanks to exporting

### **Unit 3 – Business organisations**

Private and public enterprises  
 Sole traders  
 Partnerships  
 Limited companies  
 Cooperatives  
 Multinationals  
 How businesses grow  
 Franchising  
 Startups  
 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  
Case study. The 'share a coke' campaign

#### **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  
Ethical banks  
Case study. Leon and Oaknorth: financing healthy food

#### **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  
Case study. First pizza delivered by drone in New Zealand

#### **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  
Case study. Netflix: a global winning strategy



## **CULTURE (attività di reading, writing, listening, speaking)**

### **Unit 5 – History II: The 19th century**

The Victorian Age  
The British Empire

### **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 8 – The English-speaking world**

Australia

Nel fascicolo *Your Exam Partner*, annesso al libro di testo, e in siti Internet dedicati, sono state svolte esercitazioni in preparazione della Prova Nazionale INVALSI.

### **MATERIALI INTEGRATIVI (link per siti e canali Internet dedicati e/o file in piattaforma Classroom GSuite - attività di reading, writing, listening, speaking; flipped classroom)**

Leadership through the film *Take the lead* (Liz Friedlander, 2006)

Neuromarketing: Senior Strategic Planner Barbara Monteleone, the agency *Ottosunove* and the convention *Certamente*

Marketing and advertising: video of a perfume for woman and soundtrack (*You don't own me*, Leslie Gore)

British colonialism through a symbolic poem: R. Kipling, *The White Man's Burden*

Economy and sustainability (environment and social justice):

- The circular economy (the project *Enel Green Power*)
- Vandana Shiva as an example of scientist and social activism
- The "4As" of Made in Italy
- Progetto Quid (an example of ethically Made in Italy)

Amnesty International: an international organisation for the protection of human rights

Violations of human rights:

- War (the condition of soldiers through a song):  
The Pogues, *The Band Played Waltzing Matilda*
- Refugees (a universal condition in a poem):  
Benjamin Zephaniah, *We Refugees*
- Discrimination and persecution (Jewish people and Australian Aborigines):  
W.H. Auden, *Refugee Blues*  
The 'Stolen Generations' of Australia



- Immigrants (the border between Mexico and the USA; poems and songs about America):  
Pat Mora, *Immigrants*  
Pat Mora, *Elena*  
Bruce Springsteen, *American Land*  
Paul Simon, *American Tune*  
Francesco Guccini, *Amerigo*
- Women in Iran (stories from the press online: *Time* and *The Guardian*)
- Political prisoners (the situation of Myanmar and the political leader Aung San Suu Kyi described by the United Nations)

Incoterms

Connectors

La Docente

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(firma autografa sostituita a mezzo stampa)