



PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2022/23
CLASSE:	V AR
DISCIPLINA:	INGLESE
DOCENTE:	MAFFIOLI
TESTO IN USO:	YOUR BUSINESS PARTNER (21st Century Skills and Culture) Gilberto Zani, Anna Ferranti, Alun Phillips- ed.Minerva

PROGRAMMA DETTAGLIATO

- **The framework of business:** *the production process, the 4 factors of production, home trade and foreign trade, distribution channels, wholesalers and retailers, Airbnb: the story, behind, case study analysing, Home and international trade, The Contract of Sale/ Import/Export, Balance of Trade and Balance of Payments, GDP and visible invisible trade, Traderestrictions(tariffs,quotas,subsidies,embargoes,anti-dumping duty), Customs procedures, le Incoterms*
- **Business organisations:** *Private and public enterprises, sole traders and partnerships, Limited companies, types of limited company, organisation of a limited company, cooperatives, multinationals, how business grow, types of business integration, franchising, Startups and what kind of legal status for a startup, Public enterprises in the UK.*
- **Principles of Marketing:** *the role of Marketing, Market research, Market segmentation, Swat Analysis, the Marketing Mix, Advertising, Advertising Media.*
- **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.*
- **Ethical banks and the principles of ethical banks.**
- **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.*
- **Da Your Exam Partner** sono state svolte le seguenti letture di approfondimento: *Job factors that matter most to Millenials, 5 out-of-the-box-ways to motivate Employees, il Made in Italy, BREXIT.*

PROTOCOLLO N°

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VERSIONE 1.0



Il Docente

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(firma autografa sostituita a mezzo stampa)