

PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2023/2024
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

I QUADRIMESTRE

G. Zani, A. Ferranti, A. Phillips, *Your Business Partner*,
 A Education – Minerva Scuola: Units 3, 4, 5, 6 (Business theory): *attività di reading, writing, speaking*

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

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

Da Internet (attività di reading, listening, speaking):

- Preparazione per Prova Nazionale INVALSI: esercitazioni di Reading e Listening
- Integrazioni, in prospettiva interdisciplinare, relative a:

ECONOMICS

Neuromarketing

Barbara Monteleone, senior strategic consultant and advisor for international management; the agency for communication *Ottosunove*
(wikipedia.org; ottosunove.com; certamente.biz)

Marketing and women

Video of the feminine perfume *Sì* by Giorgio Armani, starring Cate Blanchett, and soundtrack, *You don't own me*, Leslie Gore
(youtube.com)

Marketing and advertising

The traditional advertising campaign of a department store: John Lewis Christmas adverts
(theguardian.com)

Percorso di approfondimento (contributo disciplinare per Educazione civica):

Agenda 2030

Attività di ricerca a gruppi (utilizzando materiali in rete condivisi in Classroom) con verifica orale finale.

Altre attività:

Assemblea di istituto: dibattito con esperti di Caritas Diocesana e dell'Associazione Abramo.

Attività di orientamento: illustrazione del percorso annuale programmato; incontro con il Dottore Commercialista Dino Piccagli; incontro con volontaria europea Erasmus ESC, Miriam Güetas Climent (illustrazione del suo paese di origine e spiegazione del significato dell'esperienza di volontaria ESC); incontro su Servizio Civile Universale, a cura di CSV Mantova e successivo feedback; incontro con Università di Trento; webinar *Orientarsi al futuro 2024*, a cura di LTO Mantova.

Tirocinio PCTO a.s. 2021/22, 2022/23: riflessione sulle competenze trasversali acquisite (attività di gruppo e valutazione orale).

II QUADRIMESTRE

G. Zani, A. Ferranti, A. Phillips, *Your Business Partner*,

A Education – Minerva Scuola: Units 7, 8 (Business theory); Units 2, 5, 6 (Culture): attività di reading, writing, speaking

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

Unit 2 – Social and political institutions

The UK system of government
The UK Parliament
The Crown
The Government

Unit 5 – History II: The 19th century

The Victorian Age
The British Empire

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

Brexit
Financial and economic crisis

Da Internet (attività di reading, listening, speaking):

- Integrazioni, in prospettiva interdisciplinare, relative a:

HUMAN RIGHTS

International documents and organisations

Universal Declaration of Human rights (un.org)

Agenda 2030 (un.org)

An international organisation for human rights: Amnesty International (amnesty.org)

Violations: examples from music, poetry and present history

-Soldiers at war

The Pogues, *The Band Played Waltzing Matilda* (youtube.com)
Gallipoli campaign (wikipedia.org)
Dire Straits, *Brothers in Arms* (youtube.com)

-Discrimination and persecution

Holocaust Remembrance Day (coe.int)
Winstan Hugh Auden, *Refugee Blues* (antiwarsongs.org)
Leonard Cohen, *Dance Me to the End of Love* (antiwarsongs.org)

-Refugees

Benjamin Zephaniah, *We Refugees* (benjaminzephaniah.com; best-poems.net)

-Women in Iran

General conditions of women (time.com)

Narges Mohammadi, Iranian activist for women's rights and Nobel Prize winner for Peace 2023 (theguardian.com)

-Political prisoners

The Republic of the Union of Myanmar (un.org)

The political activist Alexey Navalny (theguardian.com)

MIGRATIONS: WELCOME VS MARGINALISE

The USA and Mexico: history and poetry

The border between Mexico and the USA (wikipedia.org)

Pat Mora, *Immigrants; Elena* (patmora.com; poetryfoundation.org)

Songs about America from the migrants' point of view

Bruce Springsteen, *American Land*

Paul Simon, *American Tune*

Francesco Guccini, *Amerigo*

(youtube.com)

A film on migration from India to America

The Namesake (Mira Nair, 2006)

ECONOMICS

Circular economy

An Italian example

(enelgreenpower.com)

The "4As" of Made in Italy

Examples of Italian excellence

(sustainabilityaward.it)

Progetto Quid

A model of social business in Italy

(quidorg.it)

In defence of the Earth

Vandana Shiva, Indian environmental thinker, activist, physicist and more

(britannica.com; youtube.com; festivaletteratura.it)

Gender pay gap

Claudia Goldin, Nobel Prize winner for Economics 2023

(theguardian.com)

PRESENT HISTORY

The long road after Brexit, a webinar by Rizzoli Education on the history and the present effects of Brexit

(youtube.com)

Altre attività:

Assemblea di istituto: partecipazione alle attività relative a *Il valore educativo e formativo dello sport*.

Attività di orientamento: webinar *Orientarsi al futuro 2024*, a cura di LTO Mantova; incontri su Colloquio di lavoro simulato e Curriculum Vitae, a cura di Federazione Maestri del Lavoro; incontri con il dott. Giacomo Cecchin, la dott.ssa Marina Storti e il dott. Giovanni Acerbi di APIndustria Mantova; visita dell'azienda Lubiam di Mantova; visione in lingua originale del film *The Namesake*, Mira Nair, 2006; condivisione piattaforma UNICA in relazione al Capolavoro; considerazioni finali sul percorso svolto.

Tirocinio PCTO a.s. 2023/24: Entriamo in azienda 3.

La Docente

prof.ssa Valeria Vecchi

(firma autografa sostituita a mezzo stampa)