

PROGRAMMA SVOLTO DAL DOCENTE DISCIPLINARE

ANNO SCOLASTICO:	2023/24
CLASSE:	V CR
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, Home and international trade, The Contract of Sale/ Import/Export, Balance of Trade and Balance of Payments, GDP and visible invisible trade, Trade restrictions (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.*
- **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.*
- **Sono state svolte le seguenti letture di approfondimento:** DA YOUR BUSINESS PARTNER (the Second World War, The post-war years, The great war, Britain in the 1920s and in the 1930s, Brexit and its consequences, America's industrial growth and world war 1, Building the green economy, E-commerce, dispense distribuite in classe: INEQUALITIES IN TRADE E FAIR TRADE, "The European Union" History of the EU and its Institutions, the Next Generation EU.

APPROFONDIMENTI IN CLASSE: Discussione e conversazione in lingua inglese con volontaria Europea sulle seguenti tematiche: il volontariato europeo, la cultura europea con particolare riferimento alla Catalogna e alla Spagna in generale, per Educazione civica: Agenda2030 con approfondimento del Goal 8.

Il Docente

PAOLA MAFFIOLI

(firma autografa sostituita a mezzo stampa)