

**PROGRAMMA LINGUA INGLESE A.S. 2022-2023**

**INDIRIZZO SISTEMI INFORMATIVI AZIENDALI**

**CLASSE 5A**

**DOCENTE VALERIA MORETTI**

**LIBRO DI TESTO**

GET INTO BUSINESS, Cristina Urbani – Angela Marengo – Paola Melchiori, Rizzoli Languages

**PROGRAMMA**

**MODULE 5 - BUSINESS COMMUNICATION:** forms of communication, written communication, oral communication.

**MODULE 7 – TRANSPORTS:** the role of geography, transports in national and international trade, the role of carriers, transport documents, trading blocs.

Dispense fornite dalla docente: logistics, trade barriers, Brexit (pros and cons)

**MODULE 8 – BANKING, FINANCE AND INSURANCE:** Banks, banking services, methods of payment, finance, the Stock Exchange

Dispense fornite dalla docente: 1929 PPT, microcredit, ethical banks, financial problems (speculation, bubbles, crashes)

**MODULE 9 – MARKETNG:** the difference between marketing and selling, the marketing mix, market segmentation, mass and niche marketing, the role of market research, marketing strategies and techniques, marketing persuasion, advertising media, SWOT analysis

CLIL - The European Union pp. 310-328

**MODULO DI EDUCAZIONE CIVICA (dispense fornite dalla docente):**

- In occasione della giornata contro la violenza sulle donne: #METOOMOVEMENT
- I sistemi elettorali americano e inglese
- La magna Charta
- Human Rights Charter

Trieste, 12 maggio 2023