

Programma di Lingua Inglese

Classe 4Ae (ind. Amministrazione, Finanza e Marketing)

Docente Prof.ssa Maria Balistreri

a.s. 2020/2021

(sede "V. Bachelet")

Dal libro di testo: "Your Business Partner", ed. Minerva Scuola

Unit 3: Looking for a job

Reading job advertisements

Recruitment webpage (pag. 58)

Curriculum vitae – European format

Making an application – writing an email/letter of application

Business functions (pagg. 62/63)

Job interview

Business Theory – 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

Custom procedures

INCOTERMS

Case Study: "Newcastle seed business flourishes thanks to exporting"

Business Theory – Unit 4: Principle of Marketing

The role of marketing

Market Research

Market segmentation

SWOT analysis

The marketing mix

Advertising

Advertising Media

Design thinking: what is it?

Culture – History I

The great inventions of the 18th century in Britain

The Industrial Revolution

The New World

The War of Independence

Culture – History II

Britain and the Napoleonic Wars

The Victorian Age

Educazione Civica:

The Sustainable Development Agenda

Waste and waste recycling

Roma, il 2 giugno 2021

Prof.ssa Maria Balistreri

