

PROGRAMMA FINALE DI INGLESE

CLASSE 4 SEZ. B

A.S. 2020-21

PROF. SSA ALESSANDRA DEL VECCHIO

Business theory

- *The framework of business*: the production process, the factors of production, commerce and trade, distribution channels, the impact of digital technologies on business, building the green economy.

Case study: Airbnb

Starting a new business

- *Business organisations*: private and public enterprises, sole traders, partnerships, limited companies, cooperatives, multinationals, how businesses grow, franchising, startups, public enterprises in the UK
- *Principles of Marketing*: the role of marketing, market research, methods of market research, market segmentation, marketing strategy, SWOT analysis, the marketing mix, advertising, design thinking

Culture

An early history of invasion, The Plantagenet sovereigns, The Tudor century, The Stuarts, the Civil War and the Restoration, Britain and the Napoleonic Wars, Victorian Age, Victorian compromise, Industrialisation.

The role of mass media

Multicultural Britain

Grammar

Passive

First, second and third conditional

Libro di testo: Zani/Ferrant/Phillips, *Your Business Partner*, Minerva Scuola

Roma, 3 giugno 2021

Gli Alunni

L'Insegnante