

ISTITUTO ISTRUZIONE SUPERIORE "EINAUDI"–

ALBA ANNO SCOLASTICO 2023/2024

CLASSE 5B

DISCIPLINA: LINGUA INGLESE

DOCENTE: Prof.ssa BERTAINA Giulia

PROGRAMMA SVOLTO

MODULE 1: revision module

Production and factors of production

Sectors of production

The supply chain

Deindustrialization

Economic systems

The public sector

MODULE 2: global trade

Commerce and trade

International trade

E-commerce

Inequalities in trade, fair trade

Trade alliances

Protectionism

Describing trends and graphs

MODULE 3: business structures and organization

Business structures

Business growth

Multinational corporations

Relocation of business

Company structure

Changes in the work patterns

Sustainable business

MODULE 4: marketing and advertising

The marketing concept

Market research

The marketing strategy

The marketing mix

Branding

Digital marketing and methods

Types of advertising

Advertising media

Digital advertising

Sponsorship

MODULE 6: Logistics and insurance

Logistics

Transport

Modes of transport

Trade documents: invoice, packing list, Incoterms

Insurance

Trade and insurance documents: CIM, B/L, AWB, certificate of insurance

MODULE 7: written communication

Enquiries and replies to enquiries

Telephone enquiries

Report

Article

MODULE 8: civic education

The European Union and its main institutions

The Euro - a single currency

Brexit

RISORSE/MATERIALI:

Libro di testo **'THINK BUSINESS'**, di P.Bowen, M.Cumino, DEA scuola- Petrini

Fotocopie ad integrazione del programma

Siti internet (TED talks, YouTube, Business insider) per ascolto e video di materiale autentico

Alba, 04/06/2024

