

PROGRAMMA SVOLTO LINGUA INGLESE

Libro di testo:

P. Bowen - M. Cumino, *Think Business Plus. A Global Perspective to Business Studies*, Petrini, Novara, 2019.

Strutture grammaticali:

- *The Future (Simple Present, Present Continuous, Be Going To; Simple Future; Future Continuous; Future Perfect; Future Perfect Continuous)*
- *Phrasal Verbs*
- *Have Something Done*

Contenuti professionali:

Unit 7: Banking and Finance

- Banking today
- Digital banking
- The future of the bank branch
- Banking security
- Banking services for business
- Ethical Banking
- Unbanked
- The Paypal Phenomenon
- Bitcoin
- Focus on: Amedeo Giannini, founder of the Bank of America
- The origin of the Bank of England

Unit 8: Logistics and Insurance

- Logistics
- Automated warehouses
- Transport: shipping and intermodal carriage
- New modes of transport: drone delivery and self-driving cars
- Mode of transport: road, air, by water, by air
- Who's driving: autonomous cars may be entering the most dangerous phase
- Insurance: types of business insurance
- Marine insurance
- Nigerian pirates kidnap 12 from Swiss Cargo Ship.

Part 2/A: Into work - methods of communication

- Types of communication: visual, oral and written
- Business letter: faxes, e-communication and emails

Part 3.1: Business communication - international trade documents

- Trade documents
- International delivery terms (Incoterms)
- Customs procedures
- Transport and insurance documents
- International payment terms

Part 3.2: Enquiries

- Key: language and vocabulary
- Written replies
- Telephone replies

Part 3.3: Orders

- Key: language and vocabulary
- Written replies
- Telephone replies

Going Deeper:

Sport and Literature Connections

- Sport Events in the English-Speaking World: Royal Ascot, Wimbledon, The Oxford-Cambridge Boat Race, The New York City Marathon, The Major League Baseball All-Star Game and the Super Bowl
- Literary Connection: The Age of Modernism: Rudyard Kipling: Life and Works (*If*)
- Literary Connection: Jewish-American Literature: Bernard Malamud: life and works (*The Natural*)
- The history and evolution of sport: from the very beginning to early 1900s
- Literary Connection: The Renaissance: historical and social Background; William Shakespeare: life and works (*Venus and Adonis*)
- A brief history of tennis from France to England
- Shakespeare and Tennis: the importance of this game in *Henry V* (art. 1, scene 2); The Globe Theatre.
- Sport in Victorian Age: victorian favourite sports
- Literary Connection: The Victorian Age: historical, social background and literary production; Charles Dickens: life and works (*The Pickwick Papers*).

Interdisciplinary Paths

- Sustainable business
- Siemens, the world's most sustainable business
- Corporate Social Responsibility (CSR)
- The marketing concept
- Market research
- The marketing strategy: STP
- The marketing mix
- Financial statements
- Propaganda posters during the World War I and World War II
- The bubonic plague during the Elizabethan Age