

PROGRAMMA FINALE

**INGLESE**

CLASSE 5 BT

a.s. 2020-2021

From the text book " Think Business" P. Bowen, M. Cumino-DeA Scuola, vol. U

**BUSINESS THEORY:**

Unit 2- Global Trade

Definition of commerce and trade (pag. 32); Channels of distribution (integrazione appunti)

Inequalities in Trade, Fair Trade pag. 38-39

Unit 1- The economic environment:

the 4 factors of production; the three sectors of production; the supply chain (pag. 10-13)

Deindustrialisation and Deindustrialisation in UK (pag. 14-15)

Economic systems (planned economy/free market economy/mixed economy) pag.16

What is International Trade? Risk factors (appunti)

The Importance of Trade Fairs: functions and meaning; Milan Expo2015- *Feed the Planet Energy for Life*;  
The clusters, The Uk Pavilion; 2020 Dubai Expo, Themes and sub-themes.

Unit 5 Marketing: the marketing concept (pag. 102) market research (104), marketing mix (108), branding (110)

Unit 6 Advertising : types of advertising (120-21); advertising media(122-123)

Unit 7 Banking: banking services to businesses (148), Ethical banking (150); Unbanked (152), Microcredit(153)

Approfondimento: Amadeo Peter Giannini and the founder of the Bank of America (appunti)

Videos on topic.

**BUSINESS COMMUNICATION:**

Part A -Methods of communication ( visual/oral and written communication pages 192-96)

Layout of a business letter and main parts ( page 198); definition of a business letter; definition of circulars (appunti), definition of enquiries

steps of a full business transaction (appunti)

Unit 2 – ENQUIRIES

Reading and understanding commercial letters: circulars (appunti), enquiries and replies ;

Offers :reading and understanding offers, positive and negative replies to offers ( appunti)

UNIT 3 -ORDERS

Reading and understanding orders

Unit 4 Reminders, complaints and adjustments: reading and understanding correspondence and relative replies .

**CULTURAL BACKGROUND:**

**Unit 4 English speaking countries** -New Zealand page 383- Rebirth of Maori Culture, the origins and the first European settlers, British rule and difficult relations, cultural revival, growing ; ( integrazione con presentazione powerpoint) general geographical features; trade and economy ; note dell'insegnante (fotocopia) materiali integrativi note dell'insegnante sul video : Wellington city video Expedia guide; (fotocopia)

**Unit 2 The United Kingdom (People and history)**- The Industrial Revolution page 319; materiale integrativo della docente *Aspects of the Industrial Revolution* ( from workshops to the factories, life in the new industrial towns/slums)

*The Victorian Age*: key events and concepts (fotocopia ) , The Crystal Palace and The Great Exhibition of the Works of Industry of All Nations ( fotocopia); the opening of the Suez canal ( video)

*The British Empire*: main stages of the development, the End of the Empire ( page 320)

*The Ignoble Procession* by David Herbert Lawrence, a voice against industrialism.

The fight for human rights: Emmeline Pankhurst and the suffragettes ( materiali integrativi)

**Unit 3 The United States: America, a Nation of Immigrants** pag. 354

Approfondimento (appunti) *A melting pot* nation, Italian migration to the USA, push and pull factors, Ellis and Liberty islands; The Immigrant's journey; successful Italian immigrants.

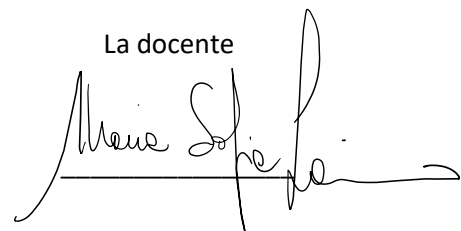
Videos on the topics.

Approfondimento: The Language of Propaganda in W.W. 1 printed posters; Life in the Trenches , The War Poets : S. Sassoon 's poems "THEY", " GLORY of WOMEN" (materiali integrativi).

Gli studenti

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La docente



Pioltello, 15 Maggio 2021