

ANNO SCOLASTICO 2023-2024

INDIRIZZO: Amministrazione Finanza e Marketing

CLASSE: V A

MATERIA: Lingua Inglese

Modulo 1	Contenuti
Global trade	✓ Global trade development ✓ Commerce and trade ✓ International trade ✓ E-commerce ✓ Inequalities in trade ✓ Trade alliances ✓ protectionism

Modulo 2	Contenuti
marketing	✓ the marketing concept ✓ market research ✓ the marketing strategy ✓ the marketing mix ✓ digital marketing ✓ G.Orwell, 1984 (extracts)

Modulo 3	Contenuti
Work in the new millennium	✓ A technological revolution ✓ Changes in work patterns ✓ IT in manufacturing ✓ Security on the web ✓ Online privacy ✓ Sustainable business ✓ Corporate social responsibility ✓ Recycling e-waste ✓ Renewable energy (an up-to-date example: the incinerator in Vienna)

Modulo 4	Contenuti
Global Vision	✓ The united nations ✓ war and peace ✓ William Butler Yeats, extracts from 1916 ✓ Income inequalities ✓ Charles Dickens and child labour (Oliver Twist extracts) ✓ Gender inequalities ✓ Health and well being ✓ Education ✓ The environment

Modulo 5	Contenuti
The Financial World	✓ Banking today ✓ Banking security ✓ Ethical banking ✓ Unbaked- microcredit (Muhammad Yunus) ✓ crypto currencies ✓ Central Banks ✓ The financial system and its products

Modulo 6	Contenuti
Advertising .	✓ Types of advertising ✓ Advertising media ✓ Digital advertising ✓ Sponsorship ✓ Control over advertising ✓ Analyzing adverts

Modulo 7	Contenuti
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Civic Education	✓ Gender inequalities : the Iranian women protest ✓ Environment : what we can do to save our planet ✓ AI: how this new technology effects our life
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Libro di testo in adozione:

CUMINO, BOWEN, Think business plus, a global perspective to business studies,
PETRINI

Fotocopie/slides per autori di letteratura

Milano, 13/06/ 2024

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