

PROGRAMMA SVOLTO



Docente: MICHAELA MAGGI

Materia di insegnamento: INGLESE

Classe: 5^G RIM

Anno scolastico: 2023-2024

Dal libro di testo in adozione, Zani-Ferranti-Phillips "YOUR BUSINESS PARTNER" Minerva Scuola, i seguenti contenuti:

BUSINESS THEORY

PRINCIPLES OF MARKETING - the role of marketing, market research, market segmentation, SWOT analysis, the marketing mix, advertising, advertising media.

DIGITAL AND SOCIAL MEDIA MARKETING - digital marketing, the new 'empowered consumer', the role of the 4 Ps in the digital marketing mix, the importance of social media.

BANKING AND FINANCE - bank services, ATMS / debit and credit cards, instruments of credit, the letter of credit, e-banking and mobile banking, banking safety, the British banking system, the stock exchange, ethical banks.

GLOBALISATION - the globalisation process, leading players in globalisation, WTO / IMF and World Bank, main aspects of globalisation, supporters and critics of globalisation, global strategies and global companies, outsourcing and offshoring, global issues.

BUSINESS COMMUNICATION

LOOKING FOR A JOB - writing e-mails / letters of application, arranging a meeting for a job interview, simulating a job interview (job advertisements, Curriculum vitae – European format).

ENQUIRIES, REPLIES AND OFFERS - writing enquiries / offers / quotations / replies, writing an unsolicited offer (first contacts in business), writing an answer to an offer by a seller, following up a written offer by telephone, sending a quotation, writing a negative reply to a customer's enquiry.

ORDERS - placing, modifying and cancelling orders in writing (order forms, online orders, invoices).

CUSTOMER CARE - dealing with complaints and replies to complaints in writing (complaints concerning wrong goods, goods not up to sample, a delay in delivery), managing customer relations.

SENDING GOODS AND COVERING RISKS/INSURANCE – the transportation industry; dealing with shipping problems; the insurance contract.

CULTURE

SOCIAL AND POLITICAL INSTITUTIONS - the UK system of government, the UK Parliament, the Crown, the Government, the Law Courts, political parties.

THE EU AND INTERNATIONAL ORGANISATIONS - the origins (the EEC), the EU, how the EU is organised, the European Single Market, the United Nation Organization, the North Atlantic Treaty Organization.

- ➔ Brexit (*fotocopie*).
- ➔ Ireland – Devolution (*fotocopie*).
- ➔ The British Empire - The Commonwealth (*fotocopie*).
- ➔ The Roaring Twenties – The Wall Street Crash – The Great Depression (*fotocopie*).
- ➔ J. Conrad *Heart of Darkness*, F. S. Fitzgerald *The Great Gatsby*, G. Orwell 1984, (*fotocopie – excerpts*).
- ➔ Modernism (*fotocopie*) - J. Joyce *Dubliners: Eveline (unabridged), The Dead (abridged)*.
- ➔ The War poets (*fotocopie*) - R. Brooke *The soldier*, W. Owen *Dulce et decorum est*, S. Sassoon *Suicide in the trenches*.

Prof.ssa Michaela Maggi

Lodi, 2 marzo 2024