



**ISTITUTO SUPERIORE STATALE
CARLO DELL'ACQUA
LEGNANO**



PROGRAMMA DISCIPLINARE SVOLTO

Docente: MARIA GIOVANNA VARIO

Disciplina: INGLESE

Classe: 4ARIM

a.s. 2021-22

UNITÀ DI APPRENDIMENTO n°1: REVISION OF PAST TENSES AND CONDITIONALS; VERBS IN -ING FORM VS INFINITIVE.

Contenuti

Grammatica: Verbs + *ing* form and infinitive, question tags.

Reading and use of English: esercizi sommativi di livello B2

Materiale didattico: Reading and use of English exercises ed esercitazioni varie tratte dal libro *Venture into First*, unit 12.

UNITÀ DI APPRENDIMENTO N°2: THE WORLD OF BUSINESS

Contenuti

- The production process
- Needs and wants
- Factors of production
- Sectors of production
- Commerce
- Trade
- The supply chain
- The distribution chain
- E-commerce
- Methods of communication: writing an email, a memo, a note, a business letter
- Making telephone calls
- Face-to face communication

UNITÀ DI APPRENDIMENTO N°3: BUSINESS ORGANISATION

Contenuti

- Types of economic systems: planned, free market, mixed economy
- Private sectors: sole trader, partnerships, limited liability companies, cooperatives, franchises, multinationals, micro-multinationals, crowdsourcing
- Public sector: public enterprises
- Job application: looking for a job, recruitment ads
- Curriculum vitae: how to write a curriculum vitae, how to write a covering letter.

UNITÀ DI APPRENDIMENTO N°4: MARKETING AND ADVERTISING

Contenuti

- The role of marketing
- Market segmentation
- The marketing mix
- The extended marketing mix
- SWOT analysis
- Product life cycle
- Market research
- Digital marketing
- Unsolicited offers
- The purpose of advertising
- Effective advertising
- The history of advertising
- Advertising media
- Product placement and sponsorship
- Trade fairs
- Internet marketing questionnaires
- Focus groups
- Unsolicited letters, emails and phone calls
- Circular letters
- Features of an advert
- Radio and TV commercials

UNITÀ DI APPRENDIMENTO N°5: PCTO

Contenuti

Writing a PCTO report, a covering letter and a Europass Curriculum Vitae

Speaking about the first experience at work

UNITÀ DI APPRENDIMENTO N°6: CITIZENSHIP

Contenuti

- STUDYING, ANALYSING AND DISCUSSING THE DIFFERENT ASPECTS OF THE EXPRESSION "BUSINESS ETHICS" DURING THE MOTHER TONGUE TEACHER'S LESSONS.

- CREATING PRESENTATIONS IN PPT OF ITALIAN AND FOREIGN COMPANIES CARRYING ON BUSINESS ETHICAL OR UNETHICAL PRACTISES.

Data, 03/06/2022

Il docente

MARIA GIOVANNA VARIO

I rappresentanti di classe hanno preso visione dei programmi svolti.

SUMMER HOMEWORK:

1. Ripasso di tutto il programma svolto e soprattutto del modulo 3.
2. Dal libro Prove Nazionali Invalsi svolgere gli esercizi di Reading comprehension pag. 9-10, 16-17, 21-22, 24-25, 28-29, 30-31, 33-34, 35-36, 38, 78-79, 80-81, 85.