



ISTITUTO SUPERIORE STATALE
CARLO DELL'ACQUA
LEGNANO



PROGRAMMA DISCIPLINARE SVOLTO

Docente: Battaglia Lucia		
Disciplina: Inglese	Classe: V A SIA	a.s. 2021/2022

UNITÀ DI APPRENDIMENTO n°1: MARKETING AND ADVERTISING
<ul style="list-style-type: none">-The role of marketing-Marketing segmentation-The Marketing mix-SWOT analysis-Product life cycle-Market reserach-Digital marketing
UNITÀ DI APPRENDIMENTO N°2: INTERNATIONAL TRADE
<ul style="list-style-type: none">-Importing and exporting-Economic Indicators-Protectionism-Embargoes-Incoterms
UNITÀ DI APPRENDIMENTO n°3: TRANSPORT AND INSURANCE
<ul style="list-style-type: none">-Types of transport-The environmental impact of freight traffic-Transport documents-Invoices-Placing an order-Replying to orders
UNITÀ DI APPRENDIMENTO N°4: BANKING AND FINANCE

<ul style="list-style-type: none"> -Types of bank -Microcredit -Central Banks -E-banking -Types of cards -Fraud
UNITÀ DI APPRENDIMENTO n°5: GLOBALISATION
<ul style="list-style-type: none"> -The evolution of globalisation -Aspects of globalisation -Advantages and disadvantages of globalisation -Economic globalisation --Sustainable development versus de-growth
UNITÀ DI APPRENDIMENTO n°6: INSTITUTIONS
<ul style="list-style-type: none"> -The Uk political System -The European Union -The United Nations -The Sustainable Development Goals- Agenda 2030 -Universal Declaration of Human Rights
UNITÀ DI APPRENDIMENTO n°7: LITERATURE AND HISTORICAL BACKGROUND
<ul style="list-style-type: none"> -The Industrial Revolution and the Victorian Period -The Novel <ul style="list-style-type: none"> -Charles Dickens -Oscar Wild and the Aesthetic movement -War poets -George Orwell-:“Animal Farm” &“Nineteen Eighty-Four”

Data 03/05/2021

**Il docente
Lucia Battaglia**

I rappresentanti di classe hanno preso visione dei programmi svolti.