



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



PROGRAMMA DISCIPLINARE SVOLTO

Docente: Battaglia Lucia

Disciplina: Inglese

Classe: V B SIA

a.s. 2021/2022

UNITÀ DI APPRENDIMENTO n°1: MARKETING AND ADVERTISING

- The role of marketing
- Marketing segmentation
- The Marketing mix
- SWOT analysis
- Product life cycle
- Market research
- Digital marketing

UNITÀ DI APPRENDIMENTO N°2: INTERNATIONAL TRADE

- Importing and exporting
- Economic Indicators
- Inflation and deflation
- Protectionism
- Embargoes
- Incoterms

UNITÀ DI APPRENDIMENTO n°3: TRANSPORT AND INSURANCE

- Types of transport
- The environmental impact of freight traffic
- Transport documents
- Invoices
- Placing an order
- Replying to orders
- Modification and cancellation

UNITÀ DI APPRENDIMENTO N°4: BANKING AND FINANCE

- Types of bank
- Microcredit
- Ethical Banking
- Central Banks
- E-banking
- Types of cards
- Fraud
- Stock Exchanges

**UNITÀ DI APPRENDIMENTO n°5:
GLOBALISATION**

- 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**

- 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**

- The Industrial Revolution and the Victorian Period
- Charles Dickens
- 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.