



ISTITUTO STATALE DI ISTRUZIONE SUPERIORE
"L. da VINCI – G. R. CARLI - S. de SANDRINELLI"

TRIESTE

A.S. 2019 – 2020

PROGRAMMA DI INGLESE

CLASSE 5 A - "CARLI"

INDIRIZZO " Servizi Informativi aziendali "

Docente: prof. *Tommaso Greco*, supplente della prof.ssa *Maura Forni*

1. THE EUROPEAN UNION: The EU in brief; The Institutions; The policies; Main steps: Reasons for the Union, The European treaties; The common market concept; Steps forward: The Schengen agreement, The economic and monetary union, Enlargement of the EU; Making decisions in the EU; The European Parliament, The European Commission, The Council of the European Union; Economic and monetary issues; Production and growth; European standards, Mass production, The Quota system, ECB, Non-euro countries; Social matters: not only business; Education and training.
2. TODAY'S CHALLENGES: The global financial crisis; Fiscal compact: Greece and the risk of "Grexit"; Outside the EU: International security crisis: Terrorist attacks; Mass immigration from the south and the east.

Dal libro *Get into Business*

3. BUSINESS THEORY: The purpose of the business activity; The four factors of production; Commerce and trade; E-commerce; The role of entrepreneurs; Business plan: a key ingredient for success; Business activities and sectors;. Distribution channels.
4. WORKING IN A COMPANY: The importance of motivation; Types of remuneration and rewards; The organizational structure of a company; Hierarchy; The role of managers; The role of supervisors; Business meetings.
5. RECRUITMENT, JOB APPLICATIONS AND WORK: Recruiting people; The CV; The Cover Letter; Job Interviews; Employment Contracts.
6. BUSINESS TRANSACTIONS: Business Transactions; Enquiry and reply to enquiry; Offers and reply to offers; Orders and reply to orders; Shipping goods and documents; Complaints and reminders.
7. TRANSPORT: The role of geography; Transport in national and international trade; Means of transport: Land, Sea, Air transport. Shipping goods and documents; The role of carriers; Types of packing. Transport documents: International Road Consignment note; Air Waybill; Bill of lading; Other documents: Insurance documentation; Delivery note, Certificate of origin; Intrastat declaration.
8. BANKING; FINANCE; INSURANCE: Banks; Banking services; Methods of payment; Finance; The Stock Exchange; Insurance.

9. **MARKETING:** The difference between marketing and selling; The Marketing mix: product, price, place, promotion; The alternative to the 4 Ps; Market segmentation; Mass marketing and niche marketing; The role of markets; Marketing strategies and techniques; The advent of NLP (Neuro Linguistic Programming); Marketing and media; Advertising media.

Conversation Lessons

10. Coronavirus: old habits and new habits; Economic crisis.
11. Traditional Lessons vs Distance Learning.
12. Technology: Virtual Life vs Real Life; Social networks; Technology addiction.
13. Why is it important to learn English? Foreign languages, cultures and traditions.
14. Internships.
15. What would you like to do after school?
16. Job interview.

Prof.ssa Maura Forni ed il supplente prof. Tommaso Greco