

PROGRAMMA LINGUA INGLESE A.S. 2023-2024

INDIRIZZO SISTEMI INFORMATIVI AZIENDALI

CLASSE 5A

DOCENTE VALERIA MORETTI

MODULE 0 - PREPARAZIONE PROVE DELLE COMPETENZE: Talking about one's work experience (esperienza PCTO), presentation about the student's work experience, Writing a report about one's work experience

MODULE 1 - THE DIGITAL REVOLUTIONS: The Digital Revolutions, digital citizenship, DigComp, The data economy (Cambridge Analytica Scandal), The European Data Protection Directive, Privacy and Security: cyber-attacks (Dispense fornite dalla docente)

MODULE 2 – BANKING, FINANCE AND INSURANCE: Banks, banking services, methods of payment (cenni), finance, the Stock Exchange

Dispense fornite dalla docente: 1929 PPT, microcredit, ethical banks, financial problems (speculation, bubbles, crashes)

MODULE 7 – TRANSPORTS: the role of geography, transports in national and international trade, transport documents (cenni), trading blocs.

Dispense fornite dalla docente: logistics, trade barriers

MODULE 9 – MARKETING: the difference between marketing and selling, the marketing mix, market segmentation, mass and niche marketing, the role of market research, marketing strategies and techniques, marketing persuasion, advertising media, SWOT analysis

CLIL - The European Union pp. 392-401

MODULI DI EDUCAZIONE CIVICA (dispense fornite dalla docente):

Comparing Constitutions: Italy, UK and USA

DA SVOLGERE DOPO IL 15 MAGGIO:

Eleonor Roosevelt speech: human rights, civil rights

LIBRO DI TESTO

Twenty-Thirty di CINZIA MEDAGLIA, MARTIN SEIFFARTH, Rizzoli Languages

08.05.2024

Gli studenti

La docente
