



I.S.I.S. L. da Vinci - G.R. Carli - S. de Sandrinelli

Dirigenza e Sede amministrativa via Paolo Veronese, 3 - 34144 Trieste - Tel. 040 309210 / 040 313565

Sede di Via Armando Diaz, 20 - 34124 Trieste - Tel. 040 300744 - C.F. 80020660322

e-mail: [tsis001002@istruzione.it](mailto:tsis001002@istruzione.it) - [tsis001002@pec.istruzione.it](mailto:tsis001002@pec.istruzione.it) - Sito web: [www.davincicarli.edu.it](http://www.davincicarli.edu.it)

## Programma svolto

Anno scolastico	2024/25
-----------------	---------

Classe	5C AFM
--------	--------

Materia	Lingua e cultura Inglese
Docente	Simonetta Pelagalli
Risorse	C. Medaglia - M. Seiffarth, <i>Twenty-Thirty. English for Responsible Business</i> , Rizzoli Education, Milano, 2021.  Materiali integrativi come indicato ( <i>extra materials</i> ) in forma cartacea e/o digitale.
Note	Per le abilità e competenze si fa riferimento al PTOF d'Istituto.

## Modules

Module 1	My work experience
Time	October
Links	Italian, Business Administration, Law
Contents  Skills: Listening and Reading	Video listening: 'Tell me about your work experience' by CareerViz Link: <a href="https://www.youtube.com/watch?v=BbdTnk23LY8&amp;#x0Dhttps://www.youtube.com/watch?v=BbdTnk23LY8">https://www.youtube.com/watch?v=BbdTnk23LY8&amp;#x0Dhttps://www.youtube.com/watch?v=BbdTnk23LY8</a> Focus on vocabulary.  Report on your work experience' in <i>Twenty-Thirty</i> , pp. 202-203. Vocabulary: Tasks, hard skills, soft skills.

Skills: Speaking and Writing	Writing: 'Work experience report'.  Questions and answers: 'My work experience'. Worksheet. (extra material) Writing: 'Work experience report'.
Assessment	A presentation about your work experience (PowerPoint or others).
<b>Module 2</b>	<b>Banking</b>
Time	November
Links	Economics
Contents  Skills: Listening and Reading	<p>Video listening: 'Learn How to Speak English at the Bank' by Bob the Canadian. Link: <a href="https://www.youtube.com/watch?v=7Lh1tMsRw3U">https://www.youtube.com/watch?v=7Lh1tMsRw3U</a>.</p> <p>Vocabulary: Everyday English, 'At the Bank'.</p> <p>Reading: 'What is a central bank?' Worksheet. Link: <a href="https://www.ecb.europa.eu/ecb-and-you/explainers/tell-me/html/what-is-a-central-bank.en.html">https://www.ecb.europa.eu/ecb-and-you/explainers/tell-me/html/what-is-a-central-bank.en.html</a></p> <p>'The European Central Bank', <i>Twenty-Thirty</i>, p. 395. 'A European common currency', <i>Twenty-Thirty</i>, p. 396.</p> <p>Video listening: 'The ECB Explained in 3 Minutes' by European Central Bank. Worksheet: Transcript, Questionnaire. Link: <a href="https://www.youtube.com/watch?v=QkIjJd4bsug">https://www.youtube.com/watch?v=QkIjJd4bsug</a></p> <p>'Five things you need to know about the European Central Bank' Link: <a href="https://www.ecb.europa.eu/ecb-and-you/explainers/tell-me-more/html/five_things.en.html">https://www.ecb.europa.eu/ecb-and-you/explainers/tell-me-more/html/five_things.en.html</a></p>
Skills: Speaking and Writing	<p>Questions and answers about the European Central Bank. Where is the European Central Bank? What is its main task? What is its main tool? Who takes decisions at the European Central Bank? Are the members of the governing council independent? What are other tasks of the European Central Bank? When was the Euro introduced? What are the advantages of the common currency?</p> <p>Sum-up: A mind map.</p>
Assessment	Speaking: 'At the bank'. Speaking: A summary on the European Central Bank.
<b>Module 3</b>	<b>The Stock Market</b>
Time	Jan - Feb

Links	Economics, History
<p>Contents</p> <p>Skills: Listening and Reading</p>	<p>Video listening: ‘New York City Vacation Travel Guide’ by Expedia, Youtube.com. Link: <a href="https://www.youtube.com/watch?v=MtCMtC50gwY">https://www.youtube.com/watch?v=MtCMtC50gwY</a> The most popular tourist attractions in New York and Wall Street.</p> <p>Video listening: ‘Wall Street's fascinating origin story. How it became Manhattan’ by Bright Tip on Youtube.com. Link: <a href="https://www.youtube.com/watch?v=PhBUBT_OSIw">https://www.youtube.com/watch?v=PhBUBT_OSIw</a> The development of the Financial District in New York.</p> <p>The Stock Exchange’ in <i>Twenty-Thirty</i>, pp. 153, 154-155. Focus on topic vocabulary such as stock exchange, stock markets, financial markets, securities, bonds, government bonds, financial products, shares/stocks, stock index (a group of stocks that represents the performance of a specific market), buyers and sellers, brokers, investors, investment opportunities, law of supply and demand, bull market (going up), bear market (going down), speculation, bubbles, crashes.</p> <p>Video listening: ‘How does the stock market work? - Oliver Elfenbaum’ by TED-Ed. Worksheet: Questionnaire. Link: <a href="https://www.youtube.com/watch?v=p7HKvqRI_Bo">https://www.youtube.com/watch?v=p7HKvqRI_Bo</a></p> <p>‘The Wall Street Crash and WW2’ p. 371.</p> <p>Reading: ‘The Wall Street Crash and the Great Depression’. (<i>extra material</i>) Reading: ‘The Stock Market Crash of 1929’. (<i>extra material</i>)</p> <p>Sum-up: A mind map.</p>
Skills: Speaking and Writing	<p>Questions and answers: What does a company do to launch on the stock market? What factors can influence the prices of stocks? Where is Wall Street? When was the Wall Street crash? What factors led to the crash of 1929 and the Great Depression? What happened to the American economy after the stock market crash? When was the Great Depression? What did President Franklin D. Roosevelt do to combat the Depression? Why did the Depression spread to Europe? What events helped end the Great Depression?</p> <p>Sum-up: A mind map.</p>
Assessment	<p>Talking about the stock exchange. Summarising the main events of the Wall Street crash and the Great Depression.</p>
<b>Module 4</b>	<b>International Trade</b>
Time	March / April

Links	Economics, Current events, Social Studies
Contents	A short history of trade.
Skills: Listening and Reading	<p>Video listening: 'International Trade Explained' by World101.  Link: <a href="https://www.youtube.com/watch?v=HfN8BnRJryQ">https://www.youtube.com/watch?v=HfN8BnRJryQ</a>  Transcript. Focus on key words: mercantilism, comparative advantage, specialization, gross domestic product, interconnected world economy.</p> <p>Video listening: 'Arctic Passage: A Game-Changing \$43 Billion Sea Route' by Unthinkable Build, Link: <a href="https://www.youtube.com/watch?v=Yglecejlkhg">https://www.youtube.com/watch?v=Yglecejlkhg</a>  The Northwest Passage, also called the Northern Sea Route or the Arctic Passage, a new road for trade. Focus on listening comprehension.</p> <p>Video listening: The Globe-Trotting Journey of a Sneaker by CFR Education.  Link: <a href="https://www.youtube.com/watch?v=vmyH2YFR2cw">https://www.youtube.com/watch?v=vmyH2YFR2cw</a>  Key vocabulary: globalization, global trade, long supply chain (<i>lunga catena di forniture</i>). Exercise: Questions and answers.</p> <p>Vocabulary: 'The Balance of Trade and the Balance of Payments' (<i>bilancia commerciale, bilancia dei pagamenti</i>). (<i>extra material</i>)</p> <p>Definitions: Commerce and trade, domestic trade and 'international trade, in <i>Twenty-Thirty</i>, p. 30.  'Free and regulated markets', p. 31  'The World Trade Organization (WTO)', p. 32.  'Globalization and the economy', p. 426.</p> <p>'Protecting markets', <i>Twenty-Thirty</i>, p. 167.  Trade barriers: 'tariffs' (taxes on imported goods), 'quotas' (limits on the quantity of imported goods), 'embargoes' (an order to temporarily stop trading).  Restrictions on international trade: Quotas, tariffs (<i>dazi</i>), subsidies, embargoes. (<i>extra material</i>)</p> <p>The pros and cons of globalization, in 'Effects of Economic Globalization' by National Geographic online. (<i>extra material</i>)  Link: <a href="https://education.nationalgeographic.org/resource/effects-economic-globalization/">https://education.nationalgeographic.org/resource/effects-economic-globalization/</a></p> <p>Reading: 'Liberal World Order following World War II'.  Link: <a href="https://education.cfr.org/learn/timeline/essential-events-1945">https://education.cfr.org/learn/timeline/essential-events-1945</a></p> <p>Additional practice: INVALSI tests</p> <p>(Planned)  The Universal Declaration of Human Rights, 1948.  Discussion: What are human rights? Where do rights come from?</p> <p>'What is the Universal Declaration of Human Rights and why was it created?'  Link: <a href="https://www.amnesty.org/en/what-we-do/universal-declaration-of-human-">https://www.amnesty.org/en/what-we-do/universal-declaration-of-human-</a></p>

	<p>rights/</p> <p>Articles in: ‘The Universal Declaration of Human Rights’ (Illustrated version) Link: <a href="https://www.ohchr.org/en/universal-declaration-of-human-rights/illustrated-universal-declaration-human-rights">https://www.ohchr.org/en/universal-declaration-of-human-rights/illustrated-universal-declaration-human-rights</a></p>
Skills: Speaking and Writing	<p>Questions and answers: ‘International Trade Explained’. Summarising.</p> <p>Social Studies (<i>Educazione Civica</i>) Writing a report: ‘School trip to Munich and visit of the Dachau Memorial’.</p> <p>Students who were not in Munich: Basics on the Universal Declaration of Human Rights.</p>
Assessment	Speaking: Main ideas on international trade.
<b>Module 5</b>	<b>Marketing</b>
Time	May/ June
Links	Business Administration
<p>Contents</p> <p>Skills: Listening and Reading</p>	<p>Video listening: What is Marketing? Marketing Mix (the 4Ps). Types of Marketing by Leaders Talk. Link: <a href="https://www.youtube.com/watch?v=zsITD2MqO0E">https://www.youtube.com/watch?v=zsITD2MqO0E</a></p> <p>Focus on: Definition of marketing. A brief history of marketing. The 4 Ps of marketing (Product, Price, Place, Promotion) or Marketing Mix. Traditional marketing versus digital marketing.</p> <p>The Marketing Plan, a document defining the marketing strategy of a company. (<i>extra materials</i>)</p> <p>Stages of the marketing process:</p> <ul style="list-style-type: none"> <li>▪ Situation analysis: Identifying the needs and wants of customers.</li> </ul> <p>The SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). (<i>extra material</i>)</p> <ul style="list-style-type: none"> <li>▪ Marketing strategy.</li> </ul> <p>‘Market segmentation’. <i>Twenty-Thirty</i>, p. 118.</p> <ul style="list-style-type: none"> <li>▪ Marketing tactics.</li> </ul> <p>Choosing a marketing tactics: Launching a Product (goods and services), setting a Price, choosing a Place (distribution channels), doing Promotion for the product (the way a company communicates with customers).</p> <p>‘Product’ <i>Twenty-Thirty</i>, p. 114. ‘Price’ p. 116. ‘Placement’ p. 116. ‘Promotion’ p. 117.</p> <ul style="list-style-type: none"> <li>▪ Implementation and control.</li> </ul> <p>Monitor results and adjust or make changes based on the customers’ response.</p> <p>Video listening: ‘Market Segmentation in 12 minutes’ by Leaders Talk.</p>

	<p>Link: <a href="https://www.youtube.com/watch?v=LbYv2RWE4Tk&amp;t=7s">https://www.youtube.com/watch?v=LbYv2RWE4Tk&amp;t=7s</a></p> <p>(Planned)</p> <p>Video listening: 'Importance of Consumer Behaviour : Understanding the Buying Mind' by Leaders Talk.</p> <p>Link: <a href="https://www.youtube.com/watch?v=s-t-PqOaX1E">https://www.youtube.com/watch?v=s-t-PqOaX1E</a></p> <p>Video listening: 'Making a splash - how AI is transforming social media marketing   Meta   FT Partner Content' by FT Partner Content.</p> <p>Link: <a href="https://www.youtube.com/watch?v=sNBY4dAu2Wo&amp;t=150s">www.youtube.com/watch?v=sNBY4dAu2Wo&amp;t=150s</a></p>
Skills: Speaking and Writing	The main stages of the marketing process.
Assessment	The development of marketing. Main stages of the marketing process.
<b>Other activities</b>	<b>Language learning</b>
Time	June
Skills	<p>(Planned)</p> <p>Favourite tools to practice English.</p> <p>Class discussion.</p>

#### School activities which involved English

September	Students' work experience in different businesses/ companies/ institutions.
16th to 18th Oct	Open Days at the University of Trieste ( <i>Porte aperte università</i> ).
23rd Oct	Skills test on the students' work experience. ( <i>Prova interdisciplinare delle competenze</i> )
7th Nov	Job Fair in Pordenone ( <i>Fiera Lavoro di Pordenone</i> ).
13th March	INVALSI tests (English).
17th to 21st March	School trip to Munich and Nuremberg. Visit of the Dachau Memorial.
30th April	School trip to Venice; <i>Galleria Internazionale d'Arte Moderna</i> in Ca' Pesaro and <i>Museo del Novecento M9</i> in Mestre.

Trieste, 14/05/2025

Docente di Inglese

Studenti

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_