

PROGRAMMA: LINGUA INGLESE

A.S. 2023-2024

Classe 5E

Docente: Gjorgji Bufli

Libro di testo: TWENTY-THIRTY, C. Medaglia – M. Seiffarth, Rizzoli Languages

FROM SCHOOL TO WORK (per la preparazione alle prove esperte): school-work experience; report on your work experience – how to create a slideshow, golden rules; writing a report on your work experience – useful expressions.

BUSINESS COMMUNICATION: forms of business communication; written communication: business letters, e-mails, business reports, other written documents; oral communication; video communication.

TRANSPORT AND INSURANCE: transport – transport in national and international trade, logistics (video sul libro online www.hubscuola.it p. 167), protecting markets; recognising trade barriers; means of transport; types of packing; the role of carriers; insurance.

BANKING AND FINANCE: banks; banking services; microcredit; methods of payment; finance; the Stock Exchange; when finance goes wrong (speculation, bubbles, crashes).

MARKETING: defining the purpose of SWOT analysis; what is marketing?; the marketing mix; market segmentation – mass and niche marketing; the role of market research; persuasion strategies; marketing strategies and techniques; advertising media.

Programma da svolgere dopo il 15 maggio

EDUCAZIONE CIVICA: Human rights.

Per le relative competenze e abilità si rimanda al PTOF di Istituto.

Trieste, 09/05/2024