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### Programma svolto

Anno scolastico	2024/25
Classe/i	5B 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	September/October
Links	Italian, Business Administration, Law
Learning objectives	<ul style="list-style-type: none"><li>• Write a report on your work experience. Focus on tasks, skills, opportunities and challenges, future plans.</li><li>• A presentation about your work experience (PowerPoint or others).</li></ul>
Activities	
Contents ( <i>Conoscenze</i> ) Skills ( <i>Abilità</i> ): Listening and Reading	'Report on your work experience' in <i>Twenty-Thirty</i> , pp. 202-203. Focus on vocabulary: Tasks, hard skills (job-specific abilities), soft skills (transferable skills like communication, time management, problem solving skills).

Skills ( <i>Abilità</i> ): Speaking and Writing	Questions and answers: 'My work experience'. Worksheet. ( <i>extra material</i> ) Writing: 'Work experience report'.
<b>Module 2</b>	<b>Banking</b>
Time	November
Links	Business administration, Political economy
Learning objectives	<ul style="list-style-type: none"> <li>• Everyday English 'At the bank'.</li> <li>• The role of central banks.</li> <li>• Main tasks of the European Central Bank</li> </ul>
Activities	
Contents ( <i>Conoscenze</i> )  Skills ( <i>Abilità</i> ): 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>Everyday English; essential vocabulary.</p> <p>Dialogue at the bank, <i>Twenty-Thirty</i>, p. 146.</p> <p>Reading: 'What is a central bank?' (<i>worksheet</i>) 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. (<i>worksheet</i>) 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 ( <i>Abilità</i> ): 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>

Module 3	The Stock Market
Time	January/February
Links	Business administration, History, Current events
Learning objectives	<ul style="list-style-type: none"> <li>• How the stock market works.</li> <li>• Main ideas about the Wall Street crash of 1929 and the Great Depression.</li> </ul>
Activities	
Contents ( <i>Conoscenze</i> )  Skills ( <i>Abilità</i> ): Listening and Reading	<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>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. (<i>worksheet</i>)            Link: <a href="https://www.youtube.com/watch?v=p7HKvqRI_Bo">https://www.youtube.com/watch?v=p7HKvqRI_Bo</a>            The stock market helps companies raise money (capital) from the public by offering shares for sale. It gives an investor, who purchases those shares, an opportunity to have a share in the company's profits.</p> <p>'The Wall Street Crash and WW2' in <i>Twenty-Thirty</i>, 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> <p>Grammar revision            Video listening: 'I segreti per creare qualsiasi domanda in Inglese!' by JoEnglish, Youtube.com. Link: <a href="https://www.youtube.com/watch?v=UGiN5277iLg">https://www.youtube.com/watch?v=UGiN5277iLg</a></p>
Skills ( <i>Abilità</i> ): Speaking and Writing	<p>The Stock Market, questions and answers:            What is the purpose of the stock market? What does a company do to launch on the stock market? What factors can influence the prices of stocks?</p> <p>The Wall Street crash, questions and answers:            Where is Wall Street? What factors led to the crash of 1929 and the Great Depression? What happened to the American economy after the stock market crash?</p>

	When was the Great Depression? What did President Franklin D. Roosevelt do to combat the Depression? Which economist maintained that government should regulate the economy? Why did the Depression spread to Europe? What events helped end the Great Depression?
<b>Module 4</b>	<b>International trade</b>
Time	March / April
Links	Business administration, Social Studies, Current events
Learning objectives	<ul style="list-style-type: none"> <li>• Explain how trade has evolved over time.</li> <li>• The pros and cons of international trade.</li> </ul>
Activities	
Contents ( <i>Conoscenze</i> )  Skills ( <i>Abilità</i> ): Listening and Reading	<p>A short history of trade.</p> <p>Video listening: 'International Trade Explained' by World101. (<i>worksheet</i>)            Link: <a href="https://www.youtube.com/watch?v=HfN8BnRJryQ">https://www.youtube.com/watch?v=HfN8BnRJryQ</a></p> <p>Topic vocabulary: long supply chains, mercantilism, comparative advantage, specialization, gross domestic product, interconnected world economy.</p> <p>Vocabulary: Balance of Trade (<i>bilancia commerciale</i>); Balance of Payments (<i>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.</p> <p>'Free and regulated markets', p. 31</p> <p>'The World Trade Organization (WTO)', p. 32.</p> <p>'Globalization and the economy', p. 426.</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 Arctic Passage, a new road for trade.</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 fornitura</i>).</p> <p>'Protecting markets', <i>Twenty-Thirty</i>, p. 167.</p> <p>Trade barriers: 'tariffs' (taxes on imported goods), 'quotas' (limits on the quantity of imported goods), 'embargoes' (an order to temporarily stop trading).</p> <p>Restrictions on international trade: Quotas, tariffs (<i>dazi</i>), subsidies, embargoes. (<i>extra material</i>)</p> <p>'Globalization and the economy', <i>Twenty-Thirty</i>, p. 426.</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'.  Creating important institutions to regulate commerce and trade and to maintain peace and stability.  Link: <a href="https://education.cfr.org/learn/timeline/essential-events-1945">https://education.cfr.org/learn/timeline/essential-events-1945</a></p> <p>(Extra activities)  Language practice for the INVALSI tests.  Link: <a href="https://online.scuola.zanichelli.it/INVALSI/">https://online.scuola.zanichelli.it/INVALSI/</a>  Link: <a href="https://www.invalsiopen.it/percorsi-strumenti-invalsi/inglese/mettiamoci-alla-prova/">https://www.invalsiopen.it/percorsi-strumenti-invalsi/inglese/mettiamoci-alla-prova/</a></p>
Skills ( <i>Abilità</i> ): Speaking and Writing	Questions and answers: 'International Trade Explained'.
<b>Module 5</b>	<b>Marketing</b>
Time	May / June
Links	Business Administration, Social Studies ( <i>Educazione civica</i> )
Learning objectives	<ul style="list-style-type: none"> <li>• Definition of marketing.</li> <li>• The main stages of the marketing process.</li> <li>• What does SWOT stand for? Explain the SWOT analysis and make an example.</li> <li>• The 4 Ps (or Marketing Mix)</li> <li>• Marketing and online privacy.</li> </ul>
Activities	
Contents ( <i>Conoscenze</i> )  Skills ( <i>Abilità</i> ): Listening and Reading	<p>Video listening: What is Marketing? Marketing Mix (the 4Ps). Types of Marketing by Leaders Talk. (pdf <i>worksheet</i>)  Link: <a href="https://www.youtube.com/watch?v=zslTD2MgO0E">https://www.youtube.com/watch?v=zslTD2MgO0E</a></p> <p>Focus on: Definition of marketing. A brief history of marketing.  The Marketing Mix or 4 Ps of marketing (Product, Price, Place, Promotion).  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:  . Situation analysis  Identifying the needs and wants of customers.  The SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). (<i>extra materials</i>)</p>

	<p>. Marketing strategy Who are the customers? What influences their choices? Identifying the market segment for the product or service. 'Market segmentation. Types of consumers' in <i>Twenty-Thirty</i>, p. 118. Market segmentation table. (<i>extra materials</i>) . Marketing tactics. Choosing a marketing tactics: Launching a Product, setting a Price, choosing a Place (distribution channels), doing Promotion for the product (the way a company communicates with customers). The Marketing Mix and the 4 Ps. 'Product. Price. Placement. Promotion' pp. 114-117. . Implementation and control. Monitor results and make changes based on the customers' response.</p> <p>Video listening: 'Market Segmentation in 12 minutes' by Leaders Talk. 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>Video listening: 'What is social media marketing?' by Business School 101. Link: <a href="https://www.youtube.com/watch?v=rCj2icgxnW4">https://www.youtube.com/watch?v=rCj2icgxnW4</a> The process of promoting products, services, or brands through various social media platforms.</p> <p>Reading: 'Online privacy'. (<i>extra material</i>) (<i>Worksheet</i>)</p>
Skills ( <i>Abilità</i> ): Speaking and Writing	<p>Presenting the SWOT analysis. The main stages of the marketing process.</p>
<b>Other activities</b>	
Time	June
<p>Contents (<i>Conoscenze</i>)</p> <p>Skills (<i>Abilità</i>): Listening and Reading</p> <p>Skills (<i>Abilità</i>): Speaking and Writing</p>	<p>Yalta Conference, February 1945. (Main ideas) From: Center for European Studies Link: <a href="https://europe.unc.edu/the-end-of-wwii-and-the-division-of-europe/">https://europe.unc.edu/the-end-of-wwii-and-the-division-of-europe/</a></p> <p>Favourite tools to practice English.</p> <p>Sum-up of the different topics.</p>
Suggested further practice	<p>Daily conversation <a href="https://www.bbc.co.uk/learningenglish/english/features/real-easy-english">https://www.bbc.co.uk/learningenglish/english/features/real-easy-english</a> Business <a href="https://www.bbc.co.uk/learningenglish/business-english">https://www.bbc.co.uk/learningenglish/business-english</a> Travel <a href="https://it.speaklanguages.com/inglese/frasi/">https://it.speaklanguages.com/inglese/frasi/</a></p>

	Grammar <a href="https://www.perfect-english-grammar.com/grammar-exercises.html">https://www.perfect-english-grammar.com/grammar-exercises.html</a> Talks <a href="https://ed.ted.com/">https://ed.ted.com/</a>
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**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> )
13th March	INVALSI tests.
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, 07/06/2025

Docente di Inglese

Studenti