
a.s. 2015/2016

PROGRAMMA DI LINGUA INGLESE

Letto, condiviso e sottoscritto dagli studenti e da me docente

INSEGNANTE: FERRETTI MARIA GABRIELLA

Testo adottato

Fiocchi, Morris, *The Business Way*, Zanichelli

Dal testo "THE BUSINESS WAY" con integrazione di fotocopie, appunti, schemi sono stati svolti i seguenti argomenti:

FILE 3 -THE WORLD OF MARKETING

MARKETING: The marketing concept – The marketing process – Market segmentation – Market research – The marketing mix and the four Ps – Online marketing – Mobile marketing – What is advertising? - Advertising media -

Video da Youtube "Introduction to Marketing" - "Steve Jobs's amazing marketing strategy"

FILE 7 – MAKING PAYMENTS

BANKING: What are banks? (definition- role-means of payment used) - ATM cards/Debit cards/Credit cards – The banking system – The Central Bank – The Bank of England -

TECHNOLOGICAL DEVELOPMENTS IN BANKING: Banking channels (the past – the present)

FRAME 5 – THE EUROPEAN UNION

EU profile – EU timeline – Institutions of the European Union : EU political institutions – - The European Central Bank -For or against the EU? - Euroscepticism (Facts and Figures)

FRAME 9 – WORLD ECONOMIES

Main economic systems (Free market economy- Planned economy – Mixed economy) – The world's largest economies – Italy - Emerging markets – The BRIC countries - Europe's PIGS

FRAME 10 – A GLOBAL WORLD

Globalisation (definition- main effects- main factors - principal drivers) – Global economy – Global Trade and the WTO – What is the World Trade Organization? - The information revolution – The globalisation debate : pros/cons -

www.bbc.co.uk-geography-globalisation

FRAME 12 – GREEN ECONOMY

What is the “green economy”? - Sustainable development – (Da YouTube: Sustainable development: what, where and by whom?/ Kitty van der Heijden at TEDxHaarlem/ Sustainability easily explained / Fair Trade Chocolate) - Sustainable trade – Fair trade -History of fair trade

Nel mese di marzo sono state dedicate due lezioni all'ascolto, traduzione e commento di una parte del soliloquio di Molly Bloom (da Ulysses di J. Joyce) precedentemente presentato dalla docente di Italiano. (Fotocopie)

Perugia 03/05/2016

GLI ALUNNI

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IL DOCENTE

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Prof.ssa Ferretti Maria Gabriella

