

a.s. 2019/2020

PROGRAMMA DI LINGUA INGLESE

INSEGNANTE: FERRETTI MARIA GABRIELLA

Testi:

“**SURE- Intermediate**” Hobbs – Starr Keddle- HELBLING LANGUAGES

“**BUSINESS Plan**” Bowen – Cumino - DEA Scuola

Il primo giorno è stato dedicato alla presentazione del programma .

- Dal testo “**BUSINESS PLAN** – DEA Scuola) – sono stati svolti i seguenti argomenti:

SECTION 2 – BUSINESS THEORY AND COMMUNICATION

3. MARKETING (page 132 -.147, page 154-155)

Marketing : the marketing concept - Situation analysis: market research, methods of market research – Marketing strategy: STP - The marketing mix (the four Ps)– Marketing services – Advertising – Case Study: Problem solving : marketing strategy (Ronzoni)
Grammar: The imperative and its use in advertising – Adjectives in advertising : description and opinion -

2 – THE BUSINESS WORLD (page 98-113)

Business Structures (Sole Traders – Partnerships)- Limited Companies (Private Limited Companies – Public Limited Companies) – Case Study: Diesel – Cooperatives – Franchising – Business Growth – Co-branding – Company Departments (Finance, Sales, Human Resources, Marketing and Production) - Company jobs – Describing hierarchy – Describing responsibility.

Per la preparazione degli studenti alla partecipazione al Progetto Erasmus + "STAY IN UMBRIA: SMART TOURISM AGAINST YOUTH unemployment IN UMBRIA"- mobilità studenti- Secondo Bando, nel mese di ottobre/novembre è stato affrontato un modulo di approfondimento per la presentazione e compilazione del Curriculum Vitae (Europass) in lingua inglese, alla preparazione di una breve presentazione/video e alla “Application Form”.

Business communication (page 114-123)

Job searching- The Curriculum Vitae – Europass- Applying for a job – Letter plan and phraseology – Job interviews - key language: interview strategies -

SECTION 1 – BUSINESS IN THE 21st CENTURY(page 12- 14)

1. GLOBALISATION

What is globalisation? - A digital world – The World Wide Web –

- DAL TESTO “**SURE - INTERMEDIATE**” - Hobbs – Starr Keddle- HELBLING LANGUAGES

UNIT 4 “ An epic journey) (page 48 -61)

Driving tips for visitors to the UK (text) – phrasal verb “take” - Communication: expressing ideas and opinions – Vaping in the UK (text) – Focus on accuracy (B2) - Focus on reading (B2) – Focus on listening (B2)– Focus on Use of English (B2)– Focus on writing : Formal letters and e-mails (B2) -

UNIT 5 “ Money Matters” (page 68 - 73

Grammar: Modal verbs will/be going to/present continuous as future – Future continuous – Future Perfect/Future perfect continuous – Word Hub: Student life – Communication: inviting and arranging -

UNIT 6 “ Use your imagination” (page 78 -85)

Grammar: Modal verbs : Speculating about the present and future – Phrasal verb “give” - Focus on accuracy (B2)

UNIT 7 “Bright sparks” (page 92-93)

Grammar: Zero/First/Second/Third conditional

Gli argomenti grammaticali e il vocabolario sono stati consolidati con gli esercizi della parte di workbook del libro e con schemi condivisi preparati dalla docente e condivisi con gli alunni.

Si dichiara che il presente programma e' stato condiviso con gli alunni .

Perugia, giugno 2020

