



ISTITUTO TECNICO ECONOMICO E TECNOLOGICO
“PADRE A.M. TANNOIA”
CORATO-RUVO DI PUGLIA (BA)

PROGRAMMA SVOLTO

ANNO SCOLASTICO 2023/2024

DISCIPLINA	LINGUA INGLESE
CLASSE	5
SEZIONE	C
INDIRIZZO	SIA
SEDE	RUVO DI PUGLIA
DOCENTE	PROF. MICHELE FASCILLA

PERCORSO DI APPRENDIMENTO

N.	Titolo U.d.A.	Contenuti trattati
1	<i>Training for INVALSI</i>	<ul style="list-style-type: none"> • Revision of grammar structures: <i>passive, reported speech</i> • Listening practice: B1 level and B2 level • Reading practice: B1 level and B2 level
2	<i>Banking and Finance</i>	<ul style="list-style-type: none"> • BUSINESS IN THEORY • Banking systems: types of bank, microcredit, ethical banking in the UK • Central banks: the Bank of England, the Federal Reserve System, European Central Bank • Banking services: business banking, e-banking, types of cards, fraud. • Payment methods: bank transfer • Finance: London and New York Stock Exchanges
3	<i>The European Union</i>	<ul style="list-style-type: none"> • A brief history of the European Union • EU institutions • Issues facing the EU
4	<i>Political institutions in the UK-USA</i>	<ul style="list-style-type: none"> • The UK: the UK political system, UK General Elections • The US: the US political system, US elections • Current Commonwealth nations: Canada • The United Nations (citizenship)
5	<i>Marketing and Advertising</i>	<p>BUSINESS IN THEORY</p> <ul style="list-style-type: none"> • Marketing: the role of marketing, market segmentation, the marketing mix, the extended marketing mix, SWOT analysis, product life cycle, market research, digital marketing, unsolicited offers • Advertising: the purpose of advertising, effective advertising, the history of advertising, advertising media • Promotion: product placement and sponsorship, trade fairs <p>BUSINESS IN PRACTICE</p> <ul style="list-style-type: none"> • Studying the market: internet marketing questionnaires, focus groups • Promotional correspondence: unsolicited letters, emails and phone calls, circular letters • Analysing adverts: features of an advert • Promotional activities: promotion at a fair
6	<i>Globalisation</i>	<p>BUSINESS IN THEORY</p> <ul style="list-style-type: none"> • Aspects of globalisation: effects of globalization, advantages and disadvantages of globalisation • Economic globalisation • Global sustainability: sustainable development versus de-growth <p>BUSINESS IN PRACTICE</p>

		<ul style="list-style-type: none"> Complaints and replies: making a complaint, responding to complaints, phone complaints and replies, complaints and replies using social media
7	<i>Networking</i>	<ul style="list-style-type: none"> MODULE 8 - Networking and telecommunications: sharing resources, LAN and WAN, telecommunications, WI-FI MODULE 9 - The Internet: how the Internet developed, Internet telephony, the Internet and its core, ways to communicate using the Internet, e-mails, the WWW (World Wide Web), search engines, social networks MODULE 10 - System administration and security: computers and network accounts, encryption and cryptography, viruses and antiviruses, firewalls

Libri di testo:
<ol style="list-style-type: none"> Alison Smith, <i>Best Performance Premium – Business, Marketing & Finance</i>, ELI, 2020. Alessandra Rebecchi, Elisa Cavalli, Roberto Cabras, <i>ICT – Information Communication Technology</i>, Trinity Whitebridge, 2018.

Contributo disciplinare all'insegnamento trasversale di Educazione Civica
Numero di ore: 4
Argomenti: <i>The United Nations</i>

Ruvo di Puglia, 01/06/2024

Gli studenti

Francesca Palle
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Giuseppe Beride
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Maria Anna
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Il docente

Prof. Michele Fascilla

Michele Fascilla