

ISTITUTO ISTRUZIONE SUPERIORE "CIGNA-BARUFFI-GARELLI"

ISTITUTO TECNICO SETTORE SISTEMI INFORMATIVI AZIENDALI

ANNO SCOLASTICO 2023-2024

PROGRAMMA SVOLTO

*Materia:* INGLESE

*Ore Settimanali:* 3

*Classe:* 4° SIA

*Insegnante:* MELLANO MARIA PAOLA

## **DAL TESTO "BEST PERFORMANCE PREMIUM"**

### **MODULE 1**

#### **BUSINESS THEORY: *THE WORLD OF BUSINESS***

- *Production*: the production process, needs and wants, factors of production, sectors of production
- *Commerce and trade*: commerce, trade (domestic or home trade, foreign or international trade), the distribution chain
- *E-commerce*
- *Green economy*: fair trade, sustainable trade

#### **BUSINESS COMMUNICATION**

- *Methods of communication*
- *Written communication*: emails, memos, forms, business letters, the elements of a business letter, the body of the letter, faxes and electronic faxes
- *Oral communication*: telephone calls, voice mail, face-to-face communications, video conferencing, presentations
- *Visual communication*: diagrams and charts

### **MODULE 2**

#### **BUSINESS THEORY: *BUSINESS ORGANISATIONS***

- *Types of economic systems*: planned economy, free market economy, mixed economy
- *Private sector*: sole traders, partnerships, limited liability companies, cooperatives, franchises, multinationals, micro-multinationals, crowdsourcing, types of company integration (merger, takeover/acquisition, joint venture), organisation chart, mission statements
- *Public sector*: public enterprises

### **MODULE 3**

#### **BUSINESS THEORY: *MARKETING AND ADVERTISING***

- *Marketing*: the role of marketing, market segmentation, the marketing mix and the four Ps (product, price, place, promotion), SWOT analysis, product life cycle, market research: methods of market research, digital marketing, unsolicited offers
- *Advertising*: the purpose of advertising, effective advertising, advertising media, product placement and sponsorship, trade fairs
- *Analysing adverts*: features of an advert

#### **BUSINESS COMMUNICATION**

- *Unsolicited offers*

### **MODULE 4**

#### **BUSINESS COMMUNICATION**

- *Enquiry*
- *Replies to enquiries*

### **DOSSIER 2**

#### **HISTORY**

- *The industrial revolution and the Victorian period*

### **DOSSIER 3**

#### **SOCIETY AND IDENTITY**

- *UK population and identity, US population and identity*
- *Education in the UK, Education in the USA, Business Schools in the UK and USA*
- *UK and US media*
- *Origins and development of the English Language*
- *British English vs American English*

Mondovì, 5/06/2024

L'insegnante  
Prof.ssa Maria Paola Mellano

## OBIETTIVI MINIMI

Grammatica: approfondimento delle conoscenze già acquisite

Competenze comunicative

- comprendere e produrre brevi testi narrativi
- comprendere e produrre lettere/email commerciali
- possedere nozioni base di teoria commerciale e di civiltà ed esprimerle in modo sufficientemente appropriato.

## INDICAZIONI METODOLOGICHE PER LO STUDIO INDIVIDUALE ESTIVO

Ripasso della grammatica e degli argomenti del programma. Reiterata ripetizione ad alta voce dei contenuti di teoria del commercio onde migliorare la capacità espositiva. Letture per migliorare la comprensione scritta e potenziare il lessico.

Dedicare almeno mezz'ora al giorno a contenuti in lingua inglese, cioè ascoltando musica leggendo il testo, guardando video su YouTube o serie TV con sottotitoli in inglese.

## LAVORI DA SVOLGERE DURANTE L'ESTATE

Lettura del libro "The Picture of Dorian Gray" di Oscar Wilde, casa editrice Black Cat.

Mondovì, 03/06/2024

L'insegnante

prof.ssa Maria Paola Mellano