



PROGRAMMA SVOLTO

anno scolastico **2024/2025**

prof.ssa Monica G. DROVANDI **MATERIA** **Lingua Inglese**

classe e indirizzo **4A AFT**

n. ore settimanali: **3**

monte orario annuale: **99**

ore effettivamente svolte: 97

CONTENUTI DISCIPLINARI:

Grammar Revision. Ripasso delle strutture grammaticali dell'anno precedente.

da: Venture 2:

- **Unit 5: Computers and Technology. Vocabulary:** computers, the internet and technology.

Grammar: Infinitive of purpose to + verb. Expressing function: for + verb +ing. Using generic names. Explaining the purpose of things. **Design and Innovations. Vocabulary:** Design and Innovations.

Grammar: present simple passive. Past simple passive. Talking about processes and facts. **Great British innovations. Australia's liveliest city!**

- **Unit 6: Describing places. Vocabulary:** describing places. **Grammar:** non-defining relative clauses. Where, which, who, whose. Giving extra information about people or things. **Sightseeing. Vocabulary:** sightseeing. **Grammar: modal verbs:** should, ought to, had better. Why don't you...? Asking for and giving advice.

- **The Age of Shakespeare. Hamlet, the Plot.**

- **A Christmas Carol. Vision of the film (The Muppets Version). The plot. C. Dickens' life.**

- **Da: Career path in business:**

- **BUSINESS THEORY:**

- **Unit 1: Production and Economy.** Business activities: needs and wants. Goods and services. (consumer goods, producers goods). Added value. Factors of production. Land. Labour. Capital. Enterprise. Knowledge. Industry and Commerce. Industrial sectors: Primary industries. Secondary industries. Tertiary Industries. Quaternary Industries. Quinary Industries. Commerce. Trade. Aids to trade. Domestic trade. Foreign trade. Import trade. Export trade. Deindustrialisation. Supply Chain and distribution channels. Direct channel. One-Level channel. Two-level channel. Dual distribution. Economic systems. Free market. Planned economy. Mixed economy. Privatisation. Economic Indicators. GDP and GNP. The business cycle: expansion, peak, recession (depression) and trough. Inflation. Effects of Inflation on businesses. Effects of Inflation on consumers. Unemployment. Distinguishing between wants and needs during the coronavirus pandemic. Choosing the right distribution channel.

- **Unit 2: The international market.** Import. Export. International trade. The Swot Analyses. Business: Opportunities and Threats. Consumers: Advantages and disadvantages. Visible and Invisible trade. Balance of Trade (BOT) and Balance of Payment (BOP). International organisations. The World Bank. The International Monetary Fund. The General Agreement on Tariffs and Trade. The World trade Organisations. Trading blocs. USMCA. Mercosur. European Union. The Asia-Pacific Economic Cooperation. Protectionism. Tariffs. Subsidies. Quotas: dumping and embargo. Mature and emerging markets. Characteristics of emerging markets. High rates of economic growth. Lower-than-average per capita income. Market volatility. Investment potential. Emerging markets: BRICS. Can protectionism save American jobs?

- **Unit 3: Business Organisation.** Business enterprises and entrepreneurship. Sole traders. Advantages. Disadvantages. Partnerships. Unlimited partnership. Limited partnership. (general partners, sleeping partners). Advantages. Disadvantages. Limited Companies. Ltds and Plcs. Advantages. Disadvantages. Cooperatives: consumer coops. Producer coops. Worker coops. Advantages.

Disadvantages. Franchising. What is a franchising? How is the business established? Who owns the business? Who controls the business? Who keeps the profits? Who's responsible for the debts? Emerging business structures. Start-Ups. Crowdfunding. Business growth. Internal (organic) growth. External growth: mergers. Takeovers or acquisitions. Horizontal integration. Vertical integration. Conglomerate integration. Multinational companies. Benefits of MNCs on host countries. Drawbacks of MNCs on host countries. Amazon's exceptional long-term growth.

- **Unit 4: Marketing.** Marketing objectives. The strategic marketing process. Situation analysis. Market strategy. Marketing mix. Implementation and control. Step 1: Situation Analysis. Step 2: Marketing Strategy. Market segmentation and targeting. Geographics. Psychographics. Demographics. Behaviours. Market positioning. Market research. Qualitative data. Quantitative data. Primary research. Secondary research. Step 3: Marketing Mix 4 Ps. Product. Price. Place. Promotion.

- **Per Educazione Civica: Infosphere.**

- Mark Bartram, Richard Walton - **Venture 2, 21st Century skills and competences-** OXFORD

- Flavia Bertini, Barbara Bettinelli, Kieran O'Malley – **CAREER PATHS IN ENGLISH – Pearson Longman**

Data: **01/06/2025**

Firma del docente

Monica G. Drovandi

Firma autografata sostituita con indicazione a stampa del nominativo del soggetto responsabile ai sensi del D.Lgs. n. 39/1993, art. 3 c. 2