



Programma svolto

Anno scolastico 2024 – 2025

Materia: INGLESE

Classe 5A RIM

n° ore settimanali 3

Insegnante: **prof. SEBASTIAN WEISER**

1 – GRAMMATICA

- Ripasso dei connettivi

2 – INTRODUZIONE ALL'ECONOMIA CONTEMPORANEA

Cenni di storia economica contemporanea con particolare riferimento all'economia inglese e americana nei secoli XIX e XX

3 – BUSINESS THEORY

UNIT 1 - Production and Economy

Production; deindustrialisation; supply chains and distribution channels; economic systems; economic indicators.

UNIT 2 - The International Market

Import - Export; International organisations; trading blocs; mature and emerging markets.

UNIT 3 - Business organisations

Business enterprises and entrepreneurship; emerging business structures; business growth; multinational companies.

UNIT 4 - MARKETING

Marketing objectives; the strategic marketing process (1. Situation analysis; 2. Marketing strategy); Marketing research; Marketing mix: the 4 Ps; choosing a target market).

UNIT 5 - ADVERTISING

Advertising objectives: inform, persuade, remind. Different types of advertising media; digital advertising; social media advertising. Innovative advertising. Analysing adverts. Misleading advertising. Virtual Instagram influencers.

UNIT 6 - BANKING AND FINANCE

Types of banks (retail banks; commercial banks; central banks).

The Stock Exchange (Stock market indexes; major indexes).



7 – EDUCAZIONE CIVICA

The EU and the European institutions.

8 – PREPARAZIONE ALLA SECONDA PROVA SCRITTA

How to write an argumentative essay; a report; a proposal; a review; an article.

Libri di testo:

Bettinelli B., Galimberti A., *CAREER PATH IN BUSINESS*, Sanoma 2022.

Salò, 31.5.2025

l'insegnante Sebastian Weiser