



ISTITUTO TECNICO settore ECONOMICO FINANZIARIO

Indirizzo: Amministrazione, Finanza e Marketing

MATERIA: Inglese

V AFM Sez. B

ANNO SCOLASTICO 2021/2022

DOCENTE: Prof.ssa Ludovica D'Andria

Testo consigliato: Bentini F., Bettinelli B., O'Malley K., *Business Expert*, 2019, Pearson Italia, Torino.

MODULE 1

BUSINESS, FINANCE AND MARKETING

- Business in its economic background
- Economic systems
- Mature and emerging markets
- The regulation of international trade
- Trading blocs
- E-commerce

CASE STUDY: Evaluating e-commerce opportunities and risks

BANKING AND FINANCE

- Banking services
- Online banking
- The Stock Exchange
- Other world stock exchanges
- Financial crises

CASE STUDY: Choosing the right bank



THE MARKET AND MARKETING

- What is marketing?
- Market research
- E-marketing
- The marketing mix
- The Four Ps

CASE STUDY: A marketing questionnaire

THE EU

- Building Europe: the story so far
- European treaties at a glance
- Who's who in the European Union
- What does Europe do for you?
- EU economic and monetary

CASE STUDY: Trending within the European Union

MODULE 2

JOB APPLICATION

- Finding job vacancies

THE BASICS OF BUSINESS COMMUNICATION

- Writing business: emails and letters
- Netiquette



MODULE 3

ENGLISH – SPEAKING COUNTRIES

- English around the world
- The language of the world
- British and American English
- Varieties of English

ECONOMICS

- The UK at work
- The USA at work
- Working in globalized world
- A brief history of booms and slumps
- Students at work

GOVERNMENT AND POLITICS

- How UK is governed
- How USA is governed
- Political parties
- Rights of young people

GRAMMAR REVISION

Preparazione delle strutture e delle strategie di reading e listening di livello B2

Present Perfect

Past Perfect

I – II – III conditionals

Uso di *will* e *going to*

Forma passiva

Past Progressive/Past Perfect Simple