


Sistema di gestione per la Qualità UNI EN ISO 9001:2015	Modulo lavoro	Pagina 1 di 3	I. I. S. S. "E VANONI" MENAGGIO 
	Allegato ML 2-08 PROGRAMMA SVOLTO		

ANNO SCOLASTICO	2023 2024
CLASSE	4C
MATERIA	INGLESE
DOCENTE	LUCIA VERZURA

ARGOMENTI SVOLTI

Book text. Patrizia Revellino, Giovanna Schinardi, Emilie Tellier Let's do business in English, Zanichelli CLITT

Slides and notices handed out by the teacher.

BUSINESS THEORY.

BUSINESS STRUCTURES AND ORGANISATIONS.

TYPES OF ECONOMIC SYSTEMS. Free Market, Command/ Planned Economy, and Mixed Economy have Advantages and disadvantages.

PRIVATE SECTOR and different kinds of business organisations:

What a business is

Sole traders, Partnerships, Limited Liability Companies (private LTD and public PLC). Franchises, cooperatives, multinationals, holding companies, start-ups, and micro-multinationals have advantages and disadvantages.

Business growth. Internal and external growth.

External growth: mergers, takeovers, acquisitions, joint ventures.

Coworking

Micro businesses.

PUBLIC SECTOR and different kinds of business organisations:

Public or State Corporations, Municipal Enterprises, Government Departments, and their aims

NATIONALISATION and DEREGULATION PHENOMENA in the second half of the 20th century

MICROCREDIT AND MICROFINANCE

ORGANISATION CHART: The organisational structure of a company and types of organisational structures.

INTERNATIONAL TRADE HISTORY: The Salt Rd. The Amber Rd. The Silk Rd.

Thomas Friedman's flat world approach: Globalisation 1.0 Globalisation 2.0 Globalisation 3.0.

Theories of international trade: Country-based theories. Firm-based theories.

The nation-states in the 16th century

The Bullionism doctrine, The Mercantilism Theory


The economic policies of the 16th and 17th centuries: The Zero Sum Theory, Jean Baptiste. Colbert Theory.

THE CLASSICAL THEORY OF INTERNATIONAL TRADE:

ADAM SMITH: Father of Modern Economics. The Major Exponent of The Laisser Faire Concept. Father of Capitalism. The Strongest Critic of Mercantilism. The Father of Modern Free Trade, The Creator of The Concept of GDP, Invisible Hand Theory. The Absolute Advantage Theory.

TASK: Presentation of a well-known business organisation: Start-up or Multinational

Fact-file (Language functions bank. Introduce a company to give key figures about the company and describe hierarchies and responsibilities.

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Type of Company, Sector, History, Founded, Head Office, Organizational chart, Key People, Employees' Number, Subsidiaries, Slogan, Catch Phrase, Products, Innovations, Main Competitors, Turnover, Stock Market Value, Corporate Social Responsibility, Goals and Initiatives Developed by the organisation, Selected Issues of The CSR by Cooperative, Moral Values, Ethical Behaviours, Community, Environment, Responsible Use of Technology: Sustainable New Materials, Animal Welfare, Ethical Trading:

COMMERCE: auxiliaries to the commerce transportation and warehousing, insurance and banking, Communication and Advertising

TRADE: Domestic trade Wholesalers and retailers
International trade importers and exporters

PRODUCTION: Inputs economic resources (Land, labour, capital, enterprise) and production process outputs (Goods and services).

NEEDS AND WANTS

PRODUCTION PROCESS.

FACTORS OF PRODUCTION: CAPITAL, ENTERPRISE, LAND, LABOUR

SECTORS OF PRODUCTION:

PRIMARY SECTOR. Mining and acquiring agriculture, gathering, fishing, farming, grazing, hunting, and forestry.

SECONDARY SECTOR: Manufacturing, Processing, Construction.

TERTIARY SECTOR: Commercial Services, retailing, distribution, advertising, traditional services. Personal services, education, teaching, health care, specialised services, banking, insurance, financial, legal, and. Assistance. Market research defence.

ADVANCED TERTIARY SECTOR: Software houses, data, banks, entertainment, movies, television, radio, music, theatre, Restaurants, and Clerical services. Media. Tourism.

QUATERNARY SECTOR: Intellectual Activities associated with government, culture, libraries, scientific research, education, information, technology, and non-profit associations.

QUINARY SECTOR: Intellectual activities involving the highest levels of decision-making in a company or public economy, such as top executives or government officials.

THE PRODUCTION CHAIN, THE SUPPLY CHAIN, THE DISTRIBUTION CHAIN

E-COMMERCE: business to business, business to consumer, consumer to consumer, consumer to business.

Types of e-commerce companies: DOTCOM Companies, Click and Mortar Companies, Click to Brick Companies.

DEINDUSTRIALISATION. The Deindustrialization in the UK, The Deindustrialization in the USA., the first Rust Belt in history.

GLOBALISATION: Introduction to globalisation. Pros and cons of globalisation,

HISTORY OF GLOBALISATION: of discovery. Globalisation 1.0. Globalisation 2.0. Globalisation 3.0. Globalisation 4.0.


GLOBAL SUSTAINABILITY: Economic globalisation, social globalisation, cultural globalisation, environmental globalisation, political globalisation, advantages of globalisation, and disadvantages of globalisation.

OUTSOURCING. OFFSHORING. (Back sourcing Insourcing) **CROWDSOURCING:** Why do enterprises offshore their productivity in a specific country? Glocalisation (Reasons why companies glocalise their products, packaging, prizes, promotions, culture, and distribution methods.

BRICS and EMERGING MARKETS: NICs Newly industrialised countries (Brazil. Mexico. South Africa. China, India, Colombia, Indonesia. Malaysia, Vietnam, Egypt, Mexico, South Africa, Thailand, Philippines, Turkey.)

FOUR ASIAN TIGERS: Fast economic development of Hong Kong, Singapore, South Korea, and Taiwan. In the 1970s. **CHINDIA:** Economists have used this term in recent years to refer to the simultaneous impact of China and India on Asia and the rest of the world.

TECHNO POLES: The first. Technopole In the Silicon Valley area of California (USA), there are 400 technopoles worldwide. Over 170 are found in the USA, Cambridge Science Park (UK), Sophia Antipolis (France) and Tsukuba Science City (Japan).

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REASONS FOR INEQUALITIES IN TRADE: politically unstable, lack of natural resources, illiteracy. Lack of skilled people, lack of industrial base. International debt. Poverty, lack of infrastructure, natural disasters, poor health, and diseases.

BOOK TEXT. SARAH M. HOWELL, GRAMMAR IN PROGRESS ZANICHELLI

Unit. 12.

Paragraph 12.1 Present Simple

Paragraph 12.2 Present Continuous.

Paragraph 12.7. The Future Continuous.

Paragraph 12.8 The Future Perfect Simple.

Paragraph.12.9 The Future Perfect Continuous.

Modal verbs would/could express desires and polite requests.

Be able, must, have to, should, ought to, be supposed to, need to, can't and mustn't for prohibition.

Present perfect continuous, past perfect, past perfect continuous.

Causative verbs: have, make, let, get, would like to, want to,

Passivate form: have something done and have someone to do something.

Comparatives and Superlatives adjectives Comparatives and superlatives. Adverbs.

Zero conditional, first conditional, second conditional, third conditional.

Verbs. + TO and -ING

Main Phrasal verbs used in the micro language of business English.

EVENTUALI ARGOMENTI DI EDUCAZIONE CIVICA TRATTATI

MICROFINANCE: MUHAMMAD YUNUS AND HIS GRAMEEN BANK:

Micro Financial services have contributed to improving the living conditions of populations in developing countries by increasing access to the banking system of specific countries and supporting the rights of the unbanked to start up their businesses by borrowing microloans without collateral. Women are described as primary microfinance borrowers.

Micro Financial services represent the factors of sustainable development goals (goal 1, goal 2, goal 4, goal 5, and goal 8) because they support the increase in entrepreneurship.

TASK: Comment on two graphs showing the activities undertaken by Grameen Bank in different areas since its foundation.

VICTORIAN AGE 1830 -1901. THE AGE OF THE REFORMS

Victorian Age A complex and contradictory period: of causes and effects of the Industrial Revolution. Theory of Free Trade. The poor living conditions of the working class and the main problems they had to face. Life in Victorian towns. Victorian values (The Victorian Compromise) Workhouses. Factory reforms, Parliamentary reforms. The British Empire establishment. The colonialism.


TASK. Analysis of the reform bills passed in the 19th century and their impact on affirming the rights of the British working classes in the last three centuries.

EVENTUALI ARGOMENTI DEL CURRICOLO DIGITALE TRATTATI

EVENTUALI ARGOMENTI INERENTI ALLE ATTIVITA' DI ORIENTAMENTO TRATTATI

Agenda. 2030.

Aspects of globalisation.

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Business communication.

Supply chains and distribution channels.

Emerging business structures.

DESCRIBING DIAGRAMS, GRAPHS, AND STATISTICS. Commonly used graph patterns are area charts, bar charts, pie charts, and line graphs.

"**Vocabulary in context**, including verbs, adverbs, and substantives, which help describe a graph." Know how to discuss the features.

Language functions Bank. Referring to graphs: describing upward, stable, and downward trends; discussing figures.

WRITING A BUSINESS LETTER: Elements of a business letter: Heading, recipient's address, sender's address, references, typist, date, attention line, opening salutation, subject line, the body of the letter (including opening, middle, and closing paragraphs), complimentary close, signature, and enclosures.

Language functions Bank. -the beginning of the letter and the end. - a letter to express pleasure in notifying you of the attached documents - to encourage further requests for information.

Writing business emails. Advantages and disadvantages of communicating by e-mail. Enquiries, replies to inquiries, placing an order, replying to an order, cancelling or changing an order, and complaints.

TALKING ON THE PHONE. A direct link between a company and its customers or Clients

Vocabulary in context: Answering the phone. Asking for caller identification. Introducing yourself and saying why you are calling. Asking to speak to someone, saying the person requested is not available. Asking for the telephone number, asking to talk to someone, and leaving a message. Offering to take a message., taking A leave. Saying you stay online. Asking for speaking more loudly, connect the person with the one whom he called.

Enquiries by phone, replies to inquiries by phone, placing an order by phone, replying to an order by phone, cancelling or changing an order by phone, and complaints by phone.

Menaggio, 22.05. 2024

FIRMA DEGLI ALUNNI

FIRMA DOCENTE

LUCIA VERZURA