

**Programma svolto di
LINGUA INGLESE**

**Anno Scolastico 2015-2016
Classe 5B R.I.M
Prof.ssa Emilia Visinoni**

Text: **In Business** - ed. Pearson Longman

Business theory:

Marketing and Advertising (Unit 7):

Marketing; Market research; The marketing mix; Online marketing; Advertising; The Power of advertising; Trade fairs.

Green Economy (Unit 8):

What is Fair Trade; Microfinance; Ethical banking; Ethical investment

Transport (Unit 4):

Transport modes; insurance

Banking (Unit 5):

Banking services to businesses; Accessible banking; Methods of payment

Finance (Unit 6):

The Stock Exchange; Who operates on the Stock Exchange?; The London Stock Exchange; The New York Stock Exchange.

Business correspondence:

Replies to enquiries

Offers

Replies to offers.

Orders

Replies to orders

Modification of orders

Cancellation of orders

Complaints

Replies to complaints (Adjustments)

Reminders (Late payments)

Replies to reminders

Cultural context:

Government and politics (Unit 5):

The organization of the EU; What does the European Union do?; Leaving the European Union.

The British Government

The American Government

Political Parties (UK/USA)

Society (Unit 6):

Population, the Welfare State, Religion, The Educational System in the UK and in the USA; Immigration.

Early 20th Century, The 1920s, The Great Depression, The Wall Street Crash, The 1930s: the New Deal. (scheda)

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I Rappresentanti di classe

Prof.ssa Emilia Visinoni
