

ISTITUTO DI ISTRUZIONE SECONDARIA SUPERIORE

"ETTORE CARAFA" – Andria (BT)

Istituto Tecnico Economico - Liceo Economico Sociale - Corso per Adulti

PROGRAMMA SVOLTO

Anno scolastico 2023 - 2024

NOMINATIVO DOCENTE: *Claudia Albrizio*

DISCIPLINA : *Lingua e cultura Inglese*

CLASSE/I : V

SEZIONE/I : B

INDIRIZZO/I : ITE

ARTICOLAZIONE : AF&M

STUDENTI CHE HANNO SOTTOSCRITTO

IL PROGRAMMA DI DISCIPLINA SVOLTO NEL CORRENTE A. S.

- Primo Studente : Patruno Erika
- Secondo Studente: Cassetta Ilenya
- Terzo Studente : Sgarra Giuseppe

PROGRAMMA SVOLTO

NELLA DISCIPLINA DI *Lingua e cultura Inglese*

LIBRO/I DI TESTO IN ADOZIONE

A to Z Grammar - Invernizzi, Villani - Hebling

Business Expert - Bettini, Bettinelli, O'Malley - Pearson Longman

STRUTTURA DEI CONTENUTI

<p><i>Grammarrevision</i></p>	<p><i>Main verbal tenses(present, past, future tenses); passive form; if clauses (zero, first, second,third conditional); numbers modals superlative comparative phraseology and vocabulary</i></p>
<p><i>Macroarea: <u>Comunicazione sociale ed aziendale</u></i></p> <p><i>The Market and Marketing</i></p> <p><i>The marketing mix (CLIL)</i></p>	<p><i>What is marketing?; market segmentation; targeted marketing: market map; market research; market position: SWOT analysis</i></p> <p><i>The four Ps: Product (Branding, Brand names, Logos, Brand Image, USP, Labels) - Price (strategies) -Place - Promotion(strategies)</i></p>
<p><i>Macroarea: <u>Democrazia e Totalitarismo</u></i></p> <p><i>Europe</i></p>	<p><i>The European Union the main European treaties, Who 's who in the EU -The European Council, The European Parliament, The Council of the European Union, The European Commission, The Court of Justice, The European Central</i></p>

<p><i>Government and politics: key points</i></p>	<p><i>Bank- ; What does Europe do for you? – consumer rights, the environment, trading in the world, the world is your oyster, migration, rights at work; Brexit a definition from photocopies</i></p> <p><i>UK: King, Supreme Court, Parliament, Labour party and Conservatrice party.</i></p> <p><i>USA: whatis a federal system, Court, parties</i></p>
<p><i>Macroarea: <u>Lavoro e Welfare</u></i></p> <p><i>Job Applications</i></p> <p><i>Educazione Civica</i></p>	<p><i>Finding Job vacancies, understanding and analysing a job interview, understanding analysing and writing a CV</i></p> <p><i>Welfare System, brief comparison between Welfare in the UK, USA, Italy (from photocopies)</i></p>
<p><i>Macroarea: <u>Discriminazione di genere</u></i></p> <p><i>Human rights</i></p>	<p><i>Universal Declaration of Human Rights in the Italian Constitution from photocopies</i></p>
<p><i>Macroarea: <u>Legalità e Azienda</u></i></p> <p><i>Documents in Business</i></p>	<p><i>Invoice, Payment Documents – Bank transfer, Certificate of Origin, Packing List, main Incoterms, Bill of Lading, type of Transport.</i></p>

<p><i>Green Economy: key points</i></p>	<p><i>A definition of Triple Bottom Line and Sustainable Business; a definition of Corporate Social Responsibilities</i></p>
<p><i>Macroarea: <u>Comunicazione sociale e aziendale</u> Globalisation</i></p>	<p><i>Globalisation aspects (culture, technology, language ,health), Outsourcing, Offshoring risk and benefits, from photocopies, Glocalisation a definition</i></p>

Andria, li 07.06.2024

LA DOCENTE
 Prof.ssa Claudia Albrizio

