

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 DEL DOCENTE : *Tiziana Rita Sardano*

DENOMINAZIONE DISCIPLINA: *Lingua e civiltà inglese*

CLASSE/I : *V[^]*

SEZIONE/I : *S*

INDIRIZZO/I : *Corso per adulti*

ARTICOLAZIONE : *AF&M*

1

**STUDENTI CHE HANNO SOTTOSCRITTO
IL PROGRAMMA DI DISCIPLINA SVOLTO NEL CORRENTE A. S.**

- Primo Studente: Lucia Inchingolo
- Secondo Studente: Luana Giannella
- Terzo Studente: Aurora Lorusso

PROGRAMMA SVOLTO

NELLA DISCIPLINA DI *Inglese*

LIBRO DI TESTO IN ADOZIONE *F. Bentini, B. Bettinelli, K. O' Malley -*

Business Expert, Pearson Longman

Documents and extra material on classroom

STRUTTURA DEI CONTENUTI

THE MARKET AND MARKETING AND THE MARKETING MIX

- What is marketing? – Market segmentation
- Market research (quantitative and qualitative data – primary and secondary research) 2
- E-marketing: advantages and disadvantages
- Market position: SWOT analysis
- The Four Ps: product (brand, logo, packaging), price, place, promotion

DOCUMENTS IN BUSINESS

- The invoice
- Export documents and terms: Certificate of origin – Packing list – Incoterms
- Transport – analysing transport documents: the Bill of Lading
- Payment terms: CAD, COD, CWO, Letter of credit

THE EU – TREATIES AND INSTITUTIONS

- Building Europe: the story so far
- European treaties at a glance
- Who's who in the European Union – main EU institutions
- What does Europe do for you?
- EU economic and monetary policy
- Europe: pros and cons
- Brexit – Issues facing the EU

GLOBALISATION AND HUMAN RIGHTS

- What is globalisation?
- Reasons against globalisation
- Outsourcing and offshoring
- The Universal Declaration of Human Rights
- A global vision: war and peace, health well-being and education
- Hints about the UN and sustainable development goals

3

GRAMMAR

- General review of the tenses: present, past and future
- Passive form and if clauses
- Modals and Reported speech

CIVICS: WELFARE STATE

- Welfare in the UK (Health care – Pensions – Other welfare)
- Welfare in the USA (Health care – Pensions – Other welfare)
- Welfare in Italy (Health care – Pensions – Other welfare)
- Comparison among the different Welfare States

Andria, lì 07.06.2024

LA DOCENTE

Prof.ssa Tiziana Rita Sardano