

**ISTITUTO D'ISTRUZIONE SUPERIORE "ITALO CALVINO"**  
**CITTA' DELLA PIEVE**  
**A.S. 2022/2023**  
**LINGUA INGLESE**  
**PROGRAMMA CLASSE VD – ISTITUTO PROF.LE PER i SERV. COM.LI**  
**Prof.ssa Rossella Bisti**

**Libro di testo: "BUSINESS EXPERT" - Pearson - Longman + materiale fotocopiato fornito dall'insegnante**

**Module 0**

**BUSINESS THEORY:**

❖ **BUSINESS ORGANISATION**

- ✓ Sole traders, Partnership, Limited Companies, Co-operatives, Franchising
- ✓ How businesses grow: Mergers, Takeovers, Acquisitions, Joint ventures; Types of integration, Multinationals, Why business become multinationals- advantages and disadvantages
- ✓ Business in the current economic climate: Start-up companies, Micro businesses, Co-working.

**Module 1**

**BUSINESS THEORY**

❖ **THE MARKET AND MARKETING**

- ✓ What is marketing?; Market segmentation; Targeted marketing: market map; Market research – qualitative and quantitative data; primary research and secondary research; E-marketing; Market position: SWOT analysis

❖ **THE MARKETING MIX**

- ✓ The Four Ps: Product, Price, Place, Promotion – Advertising; AIDA

**Module 2**

**FOCUS ON LITERATURE**

❖ **GEORGE ORWELL**

- ✓ "1984" a dystopian novel; Plot, Winston Smith; Themes and motifs; Big Brother; Newspeak and Doublethink – The Instruments of the power (photocopies).
- ✓ Extract: "A Cold April Day"

**Module 3**

**BUSINESS THEORY**

• **BANKING AND FINANCE**

• **Banking services**

- ✓ Business accounts; Loans, Overdrafts and Mortgages; Online banking, Online and mobile security

• **The Stock Exchange**

- ✓ Bear and bull markets; The London Stock Exchange; The New York Stock Exchange; The FTSE 100; NASDAQ OMX.

**BUSINESS COMMUNICATION**

❖ **DOCUMENTS IN BUSINESS**

- ✓ The Invoice; The certificate of origin

**Module 4**

**CULTURAL INSIGHTS**

❖ **HISTORY**

- ✓ The Roaring Twenties, Prohibition Era, The Wall Street Crash causes and effects (photocopies)

**Module 5**

**BUSINESS THEORY**

❖ **GLOBALISATION**

- ✓ What is globalisation?; Reasons against globalisation; Glocalisation; Outsourcing and offshoring

❖ **EDUCAZIONE CIVICA:** "Il mondo del lavoro" – Job interviews

Sono state inoltre ripassate e potenziate le strutture grammaticali di base necessarie alla trattazione degli argomenti sopra descritti.

**Gli alunni**

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**La Docente**

**Prof.ssa Rossella Bisti**

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