

I.P.S. LOMBARDINI

PROGRAMMA SVOLTO

MATERIA INGLESE

Classe 5^A Servizi Commerciali

-a.s. 2018/'19

Testo utilizzato:

Margherita Cumino- Philippa Bowen "STEP INTO BUSINESS" ed. Petrini

Prof.ssa Rossella Bazzetta

*BUSINESS THEORY

BANKING:

BANKING TODAY , ATMs AND REMOTE BANKING

FRAUD

BANKING SERVICES TO BUSINESS:

CURRENT ACCOUNTS,

FOREIGN CURRENT ACCOUNTS,

LOANS, OVERDRAFTS, MORTGAGES

MICROCREDIT:

MICROCREDIT

GRAMEEN BANK

AGENZIA TU

SUSTAINABILITY REPORT:

INTRODUCTION+IMPACT OF INDUSTRY ON ENVIRONMENT

ETHICS

CORPORATE SOCIAL RESPONSIBILITY

TYPES OF REPORTS

SUSTAINABILITY REPORT

HISTORY OF THE FIRST ENVIRONMENTAL REPORTS

MAIN PRINCIPLES OF REPORTING

THE IMPORTANCE OF MANAGING AND REPORTING ON

ENVIRONMENTAL PERFORMANCE.

AN EXAMPLE: BARILLA'S COMMITMENT FOR THE ENVIRONMENT

ITS MISSION

MARKETING:

MARKETS, KINDS OF MARKETS

WHAT MARKETING IS
MARKET SEGMENTS

P. 184-185-186

P. 187

(FOTOCOPIA):

P. 188

P. 189

P. 74

P. 75

(SINTESI DI LAVORO IN POWER POINT - FOTOCOPIA)



MARKET RESEARCH THE MARKETING MIX	P. 76
	P. 78
THE FOUR PS: PRODUCT, PRICE, PROMOTION AND PLACE	P. 78, 80, 82-3
ADVERTISING MEDIA:	
THE CHOICE OF ADVERTISING MEDIA	P. 80
ANALYSING ADVERTS: READING ADVERTS	P. 81
	P. 88
*BUSINESS PRACTICE	
APPLYING FOR A JOB:	
CURRICULUM VITAE: BASIC PRINCIPLES	(FOTOCOPIA)
EUROPASS CV	(LAVORO PERSONALE)
LETTER OF PRESENTATION	(LAVORO PERSONALE)
MY INTERNSHIP EXPERIENCE	(LAVORO PERSONALE IN
	POWER POINT)
HOW TO WRITE A LETTER OF APPLICATION	(LAVORO PERSONALE)
THE JOB INTERVIEW: BASIC PRINCIPLES	(FOTOCOPIA)
*CIVILISATION:	(SINTESI LAVORO DI CLASSE
THE EUROPEAN UNION AT A GLANCE	IN POWER POINT)
GAP YEAR	(FOTOCOPIA)
BREXIT	(SINTESI LAVORO DI CLASSE IN
	INTERNET - FOTOCOPIA)
SHOAH AND ANNE FRANK'S DIARY	,
	FOTOCOPIA
* INVALSI:	
PROVE DI READING-COMPREHENSION AND LISTENING	TESTO IN ADOZIONE
	"SUCCESSFUL INVALSI"-
	PEARSON

Inveruno, 30/05/2019

L'insegnante	
Prof.s.	sa Rossella Bazzetta
v	
Gli alunni	