

I.P.S. LOMBARDINI

PROGRAMMA SVOLTO

MATERIA INGLESE

Classe 5^A A Servizi Commerciali

– a.s. 2019/’20

Testo utilizzato:

“Best Performance” Alison Smith - ed. Eli

Prof.ssa BAZZETTA ROSSELLA

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| <p>*BUSINESS THEORY BANKING SYSTEMS TYPES OF BANKS</p> <p>BANKING SERVICES: BANKING SERVICES TO BUSINESSES CURRENT ACCOUNTS, FOREIGN CURRENT ACCOUNTS, FINANCING (loans, ecc.) ATMs</p> <p>MICROCREDIT: MICROCREDIT GRAMEEN BANK MICROLOAN SUCCESS STORIES</p> <p>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</p> <p>MARKETING: WHAT MARKETING IS MARKET SEGMENTS THE MARKETING MIX : PRODUCT, PRICE, PROMOTION AND PLACE</p> | <p>LIBRO DI TESTO</p> <p>FOTOCOPIE</p> <p>LIBRO DI TESTO</p> <p>FOTOCOPIE</p> <p>LIBRO DI TESTO</p> |
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| <p>THE EXTENDED MARKETING MIX MARKET RESEARCH DIGITAL MARKETING</p> <p>ADVERTISING MEDIA: THE CHOICE OF ADVERTISING MEDIA</p> <p>ANALYSING ADVERTS: READING ADVERTS</p> <p>*BUSINESS PRACTICE APPLYING FOR A JOB:</p> <p>EUROPASS CV LETTER OF PRESENTATION MY INTERNSHIP EXPERIENCE</p> <p>LETTER OF APPLICATION THE JOB INTERVIEW: BASIC PRINCIPLES</p> <p>*CIVILIZATION:</p> <p>THE EUROPEAN CENTRAL BANK.</p> <p>FRAUD IN THE DIGITAL AGE: PHISHING , CARD CLONING.</p> <p>VIDEO: “ Why do we need to change our food system”- AN ENVIRONMENTAL PROGRAM.</p> <p>“BIG BROTHER IS WATCHING YOU” – Orwell’s 1894</p> <p>SHOAH AND ANNE FRANK’S DIARY.</p> | <p>LIBRO DI TESTO</p> <p>LIBRO DI TESTO</p> <p>FOTOCOPIE</p> <p>LAVORO PERSONALE LAVORO PERSONALE LAVORO PERSONALE)</p> <p>(LAVORO PERSONALE LIBRO DI TESTO</p> <p>LIBRO DI TESTO</p> <p>LIBRO DI TESTO</p> <p>YOUTUBE</p> <p>LIBRO DI TESTO</p> <p>FOTOCOPIA</p> |
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Inveruno, 04 /06/2020

L’insegnante

Prof.ssa Rossella Bazzetta