

Programma Svolto

MATERIA: LINGUA INGLESE

Classe 5Asc

Indirizzo: servizi commerciali

a.s. 2022-2023

Testi utilizzati:

BEST PERFORMANCE – A. SMITH- ED. ELI e materiale autentico fornito dalla docente

Prof.ssa:

Soriano Sara

1) Sustainability in business

- The fair trade (Best performance book p.26)
- Sustainable trade (Best performance book p.27)

2) Types of economic systems (Best performance book; p.56-57)

- Planned economy
- Free market economy
- Mixed economy

analysing advantages and disadvantages of each economic system and the three different political systems linked to each of them.

3) The private sector (Best performance book p.58 to p.64)

- The sole trader
Advantages and disadvantages
- Partnerships
Advantages and disadvantages
- Limited liability companies
Advantages and disadvantages
- Cooperatives: The example of Emergency

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Promoting my cooperative; organising a charity event to raise money for my cooperative
(Canva/powerpoint presentations)

Advantages and disadvantages

- Franchises; Pizza Hut and Domino's pizza
Breve collegamento dei seguenti esempi di Franchises con i vantaggi e gli svantaggi di un Franchise

- Multinationals

Advantages and disadvantages

Reading comprehension practice; The new GIG economy and the poor working conditions of its workers; reading comprehension practice

- Types of company integration (Best performance book p. 68 to p.71)

- ✓ Merger
- ✓ Take over/acquisition
- ✓ Joint venture

- The organisation chart of a company
Defining the different role that are part of a company

- Mission statement

Creating the mission statement for our company/class 5^A (class billboard)

Interdisciplinary unit Italian and English : Oscar Wilde and the concept of “art for art's sake”

- The happy prince
- The preface to the “Picture of Dorian Gray”

Appunti e materiale forniti dalla docente e caricati su classroom

Multidisciplinary Unit: (tipologia C): Income taxes

Payslip

- What is a payslip?
- The gross payment and the net payment
- deductions : understanding the different voices of deductions

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materiale fornito dalla docente e caricato su classroom

**Multidisciplinary Unit: Marketing and sustainability
(Best performance book p.98 to p.103)**

- The role of marketing
- Identifying, anticipating , satisfying and profitability
- Marketing segmentation
- Psychographic , demographic, geographic and behavioural
- The marketing mix
- Product, price, place and promotion
- The extended marketing mix
- People,process and physical evidence
- The SWOT analysis
- Product life cycle

An example of SWOT analysis “The SWOT Analysis of STARBUCKS”

- Group project: Canva presentations The SWOT analysis of our brand and the launching of a new sustainable product

Creating my CV

- Writing my CV

Creazione del CV in lingua inglese tramite piattaforma Canva

Inveruno, 30/05/2023

La docente

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