



Programma svolto
a. s. 2021/2022

Classe: 5AC Servizi Commerciali

Materia: Inglese

Docente: Carone Filomena

Libri di testo : Get into Business ed. Rizzoli languages

Ready for Invalsi secondo grado, Oxford

Elenco dei contenuti

CULTURAL CONTEXT

The European Union

The EU in brief. The Institutions. The policies. Main steps. Making decisions in the EU.

COMMERCE

MODULE : Transport

Transport : the role of geography. Transport in national and international trade.
Means of transport: land transport, rail transport, sea transport, air transport.
Transport documents. Incoterms.

MODULE : Banking, Finance, Insurance

Classification of banks. Banking services. Methods of payment: Cash with order, Cash on delivery, Bank transfer, Open account, Bill of exchange, Letter of credit, Documentary collection.
Insurance. The Stock Exchange.

MODULE : Recruitment, Job applications and work (sviluppato con la docente madrelingua). Parte integrante del project work : Orientamento al mondo del lavoro.

Job interviews

Curriculum vitae in the European format



MODULE : Marketing

The difference between marketing and selling. The marketing mix : product; price; place; promotion. An alternative to the four Ps: the four Cs. Market segmentation. The role of market research. Marketing strategies.

READY FOR INVALSI

Understanding authentic English: reading and listening papers (B1-B2)

Unità di apprendimento di Educazione Civica “ Le istituzioni nazionali, sovranazionali e internazionali”

The main European institutions

International organisations

ONU

Modulo Madrelingua: Conversazione con il conversatore di lingua madre in compresenza con la docente curricolare, attività mirate allo sviluppo della competenza comunicativa degli studenti

Cremona, 06 / 06 / 22

L'insegnante
Filomena Carone