

PROGRAMMA SVOLTO DI LINGUA INGLESE

INSEGNANTE: Prof.ssa Boncristiano Eloise

CLASSE 5^A BA

A. S.: 2025/2026

TESTO IN USO: *“Think business” A global perspective to business studies* – P. Bowen-M. Cumino – DeA SCUOLA – Petrini.

BUSINESS THEORY

1. Work in the new millennium

- A technological revolution
- Changes in work patterns
- IT in manufacturing
- Sustainable business
- Corporate social responsibility
- Green economy

2. Marketing

- The marketing concept
- Market research
- The marketing strategy
- The marketing mix
- Branding
- Digital marketing

3. Advertising

- Types of advertising
- Advertising media
- Digital advertising
- Sponsorship
- Control over advertising
- Analysing adverts

CULTURAL BACKGROUND

4. The United Kingdom

- Industrial Revolution: from the First to the Third Industrial Revolution
- The Thirties: Global Depression

5. The European Union (EU)

- An introduction to the EU
- The EU and YOU
- The development of the EU
- The main EU Institutions
- Next Generation EU
- International payment terms
- Completing documents for an export transaction

6. Globalisation

- Definition
- Protectionism
- Global competition
- Advantages and disadvantages
- Glocalisation

GRAMMAR

7. Review

- The present perfect tense
- The past perfect tense
- The future tense
- Zero and first conditional
- Second conditional
- Third conditional
- The passive form

APPRENDIMENTI INTERDISCIPLINARI

- **UDA di Educazione Civica:** Ethical Business & Responsible Citizenship
- **DIDATTICA ORIENTATIVA:** Business Plan for the Future – Me... Tomorrow