



# ISTITUTO di ISTRUZIONE SUPERIORE

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Guspini: via V. Spano 7, 09036

## Programma di Lingua Inglese A.S. 2021/2022

CLASSE: 4L – Amministrazione, Finanza e Marketing

DOCENTE: Prof.ssa Serci Francesca

LIBRI DI TESTO UTILIZZATI: A. Smith, **Best Performance**, Eli; J. Hird, **Grammar and vocabulary** for the real world, Oxford; testi e materiali forniti dall'insegnante.

### CONTENUTI

Starter				
Functions	Grammar	Vocabulary	Professional Competencies	Skills
Talking about present, future and past events, talking about the past, Irregular verbs	present simple-, Present Progressive; Past tense; past simple of regular and irregular verbs; modals	greetings and introductions; classroom language (instructions, permission, and requests) and objects; Revision of Main tenses; Business vocabulary	Talking about business;	Mind maps; slides; videos
Module 1 – The World of Business				
Functions	Grammar	Vocabulary	Professional Competencies	Skills
• Methods of communication	• Present simple • What/Which	• Writing a business letter	• Finding an idea • Deciding the details • Writing a memo	• Methods of communication

<ul style="list-style-type: none"> <li>• Written communication</li> <li>• Oral communication</li> <li>• Visual communication</li> <li>• E-commerce</li> <li>• Information technology</li> <li>• Green economy</li> </ul>	<ul style="list-style-type: none"> <li>• Present simple passive</li> </ul>	<ul style="list-style-type: none"> <li>• Making telephone calls</li> <li>• Face-to-face communication</li> <li>• Talking about graphs/diagrams</li> <li>• Collocations with business</li> </ul>	<ul style="list-style-type: none"> <li>• Phone enquiry</li> <li>• Confirming a booking</li> <li>• Presenting your idea</li> </ul>	<ul style="list-style-type: none"> <li>• Written communication</li> <li>• Oral communication</li> <li>• Visual communication</li> </ul>
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### Module 2 – Business Organisation

Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> <li>• Planned economy</li> <li>• Free market economy</li> <li>• Mixed economy</li> <li>• Sole traders</li> <li>• Partnerships</li> <li>• Limited liability companies</li> <li>• Cooperatives</li> <li>• Franchises</li> <li>• Multinationals</li> <li>• Micro-multinationals</li> <li>• Crowdsourcing</li> <li>• Types of company integration</li> <li>• Organisation chart</li> <li>• NGOs, non-profit organisations and charities</li> <li>• Mission statements</li> <li>• Public enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Present continuous</li> <li>• The future</li> <li>• First conditional</li> </ul>	<ul style="list-style-type: none"> <li>• Describing job responsibilities</li> <li>• Collocations with job</li> </ul>	<ul style="list-style-type: none"> <li>• Arranging an interview</li> <li>• Rearranging details</li> <li>• Interview questions</li> <li>• Interview preparation</li> <li>• Writing a personal statement</li> <li>• Writing a covering letter</li> </ul>	<ul style="list-style-type: none"> <li>• Looking for a job</li> <li>• Recruitment ads</li> <li>• How to write a curriculum vitae</li> <li>• How to write a covering letter</li> <li>• Personal branding</li> <li>• Personal statements</li> <li>• Preparing for an interview</li> <li>• Working practices</li> </ul>

### Module 3 – Marketing and Advertising

Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> <li>• The role of marketing</li> <li>• Market segmentation</li> <li>• The marketing mix</li> <li>• The extended marketing mix</li> <li>• SWOT analysis</li> <li>• Product life cycle</li> <li>• Market research</li> <li>• Digital marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Modal verbs</li> <li>• Comparatives</li> <li>• Superlatives</li> </ul>	<ul style="list-style-type: none"> <li>• Absolute adjectives</li> <li>• Intensifiers</li> <li>• Verbs for marketing/advertising purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Organizing a team meeting</li> <li>• Understanding a message</li> <li>• Designing an advert</li> <li>• Pitching for the business</li> </ul>	<ul style="list-style-type: none"> <li>• Circular letters</li> <li>• Unsolicited offers</li> <li>• Focus groups</li> <li>• Unsolicited phone calls</li> <li>• At a fair</li> <li>• Analysing adverts</li> </ul>

<ul style="list-style-type: none"> <li>• Unsolicited offers</li> <li>• The purpose of advertising</li> <li>• Effective advertising</li> <li>• The history of advertising</li> <li>• Advertising media</li> <li>• Product placement and sponsorship</li> <li>• Trade fairs</li> </ul>				
<b>Module 4 – International Trade</b>				
Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> <li>• Importing and exporting</li> <li>• Economic indicators</li> <li>• Protectionism</li> <li>• Customs</li> <li>• Trading within the EU</li> <li>• Trading outside the EU</li> <li>• Sales contract terms</li> <li>• Incoterms</li> <li>• Trading blocs</li> <li>• International trade organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Past simple vs past continuous</li> <li>• Past simple passive</li> <li>• Present perfect simple</li> </ul>	<ul style="list-style-type: none"> <li>• Verb patterns: verb + preposition</li> <li>• Collocations with trade</li> <li>• Phrasal verbs</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a letter of enquiry</li> <li>• Replying to a letter of enquiry</li> <li>• Following up an email</li> <li>• Making a phone call</li> <li>• Confirming the details of a visit</li> <li>• Welcoming a client</li> </ul>	<ul style="list-style-type: none"> <li>• Enquiries</li> <li>• Replies</li> <li>• Telephone enquiries and replies</li> </ul>
<b>Module 5 – Transport and Insurance</b>				
Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> <li>• Transport by land</li> <li>• Transport by water</li> <li>• Container ports</li> <li>• Transport by air</li> <li>• Freight forwarding</li> <li>• Means of transport</li> <li>• Packing</li> <li>• The environmental impact of freight traffic</li> <li>• The road/rail consignment note</li> <li>• The bill of lading</li> <li>• The air waybill</li> <li>• The invoice</li> <li>• The pro-forma invoice</li> <li>• What is insurance?</li> <li>• Business insurance</li> <li>• Marine insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Time expressions used with the present perfect</li> <li>• Present perfect simple vs present perfect continuous</li> </ul>	<ul style="list-style-type: none"> <li>• Verb patterns: verb + -ing or to</li> <li>• too/enough</li> </ul>	<ul style="list-style-type: none"> <li>• Writing an internal email</li> <li>• Writing an unsolicited letter</li> <li>• Making an enquiry</li> <li>• Arranging a meeting</li> <li>• Confirming a contract</li> <li>• Modifying details</li> </ul>	<ul style="list-style-type: none"> <li>• Placing an order</li> <li>• Phone orders</li> <li>• Replying to orders</li> <li>• Changing or cancelling an order</li> <li>• Changing or cancelling an order by phone</li> </ul>

<ul style="list-style-type: none"> <li>• Focus on Lloyd's</li> <li>• Acts of God insurance</li> </ul>				
<b>Civics</b>				
<ul style="list-style-type: none"> <li>• Copyright, piracy and privacy (2 hrs)</li> <li>• Copyright_the law, hakekering (2 hrs)</li> </ul>				

Guspini,

La Docente

Gli Alunni

08/06/2022

Serci Francesca