



ISTITUTO di ISTRUZIONE SUPERIORE

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Guspini: via V. Spano 7, 09036

Programma di Lingua Inglese A.S. 2021/2022

CLASSE: 5L – Amministrazione, Finanza e Marketing

DOCENTE: Prof.ssa Serici 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 3 – Marketing and Advertising				
Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none">• The role of marketing• Market segmentation• The marketing mix• The extended marketing mix• SWOT analysis• Product life cycle	<ul style="list-style-type: none">• Modal verbs• Comparatives• Superlatives	<ul style="list-style-type: none">• Absolute adjectives• Intensifiers• Verbs for marketing/advertising purposes	<ul style="list-style-type: none">• Organizing a team meeting• Understanding a message• Designing an advert• Pitching for the business	<ul style="list-style-type: none">• Circular letters• Unsolicited offers• Focus groups• Unsolicited phone calls

<ul style="list-style-type: none"> • Market research • Digital marketing • Unsolicited offers • The purpose of advertising • Effective advertising • The history of advertising • Advertising media • Product placement and sponsorship • Trade fairs 				<ul style="list-style-type: none"> • At a fair • Analysing adverts
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Module 4 – International Trade

Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> • Importing and exporting • Economic indicators • Protectionism • Customs • Trading within the EU • Trading outside the EU • Sales contract terms • Incoterms • Trading blocs • International trade organisations 	<ul style="list-style-type: none"> • Past simple vs past continuous • Past simple passive • Present perfect simple 	<ul style="list-style-type: none"> • Verb patterns: verb + preposition • Collocations with trade • Phrasal verbs 	<ul style="list-style-type: none"> • Writing a letter of enquiry • Replying to a letter of enquiry • Following up an email • Making a phone call • Confirming the details of a visit • Welcoming a client 	<ul style="list-style-type: none"> • Enquiries • Replies • Telephone enquiries and replies

Module 5 – Transport and Insurance

Functions	Grammar	Vocabulary	Professional Competencies	Skills
<ul style="list-style-type: none"> • Transport by land • Transport by water • Container ports • Transport by air • Freight forwarding • Means of transport • Packing • The environmental impact of freight traffic • The road/rail consignment note • The bill of lading • The air waybill • The invoice • The pro-forma invoice • What is insurance? • Business insurance • Marine insurance • Focus on Lloyd's • Acts of God insurance 	<ul style="list-style-type: none"> • Time expressions used with the present perfect • Present perfect simple vs present perfect continuous 	<ul style="list-style-type: none"> • Verb patterns: verb + -ing or to • too/enough 	<ul style="list-style-type: none"> • Writing an internal email • Writing an unsolicited letter • Making an enquiry • Arranging a meeting • Confirming a contract • Modifying details 	<ul style="list-style-type: none"> • Placing an order • Phone orders • Replying to orders • Changing or cancelling an order • Changing or cancelling an order by phone

Module 6 – Banking and Finance

Functions	Grammar	Vocabulary	Professional Competencies	Skills
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<ul style="list-style-type: none"> • Types of bank • Microcredit • Ethical banking in the UK • The Bank of England • The Federal Reserve System • European Central Bank • Business banking • E-banking • Open account • Payment in advance • Bank transfer • Bill of exchange • Documentary collection • Documentary letter of credit • Stock Exchanges and Commodity Exchanges • London and New York Stock Exchanges • Securities fraud and speculation 	<ul style="list-style-type: none"> • Past perfect simple • Past perfect continuous • Second conditional • Third conditional 	<ul style="list-style-type: none"> • Linkers • Collocations with paymen 	<ul style="list-style-type: none"> • Finding an idea • Deciding the details • Writing a formal letter • Making a phone call • Writing an informal letter • Writing a proposal 	<ul style="list-style-type: none"> • Payment issues • Payment reminders • Reply to reminders • Phone reminders
Civics				
<ul style="list-style-type: none"> • The Cybercrimes: digital theft, cyberterrorism, phishing (2 hrs) • The Cybersecurity (2 hrs) 				

OBIETTIVI MINIMI (per gli alunni con maggiori difficoltà):

- – saper riconoscere ed utilizzare i vocaboli e le espressioni più ricorrenti;
- – saper comprendere anche in modo parziale un semplice e breve messaggio orale/scritto;
- – saper trascrivere correttamente semplici e brevi messaggi;
- – saper completare brevi testi con ausilio didattico;
- – fornire informazioni generiche, di base, sugli argomenti di civiltà affrontati.

Guspini,

La Docente

Gli Alunni

08/06/2021

Serci Francesca