



Programma svolto a. s. 2023 / 24

Classe / Indirizzo: **5^AC Servizi commerciali**

Materia: **Inglese**

Docente: **Carone Filomena**

L'elenco che segue è stato letto dal docente ai delegati della classe

Elenco dei contenuti

Libri di testo : Twenty - thirty ed. Rizzoli languages

Ready for Invalsi secondo grado, Oxford

CULTURE AND CIVILISATION

The European Union

What is the EU? History. Main steps. The Institutions. The European symbols. The policies. Making decisions in the EU.

A topic about a relevant issue about civilization: Green economy; Globalisation; British empire; First / second world wars

COMMERCE

Transport and insurance

- The role of geography.
- Transport in national and international trade.
- Categories of transport : land transport, sea transport, air transport.
- Transport documents.
- Incoterms.
- Insurance.

Banking and finance

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



From school to work

- The curriculum vitae

Marketing

- What is marketing?
- The marketing mix : product; price; place; promotion.
- Market segmentation.
- The role of market research.
- Market strategies and techniques
- Green marketing.

Educazione Civica: “ Le istituzioni nazionali, sovranazionali e internazionali”

- The main European institutions
- International organisations
- ONU

Uda multidisciplinare: “Comunicazione e marketing”

READY FOR INVALSI

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

Conversation class with mother tongue teacher (10 hours): conversation at level A2/B1

Cremona, 28/05/24

Il docente
Filomena Carone



MINISTERO DELL'ISTRUZIONE E DEL MERITO
ISTITUTO DI ISTRUZIONE SUPERIORE STATALE
LUIGI EINAUDI - Via Leonida Bissolati, 96 - 26100 CREMONA
Cod. Mec. CRIS00600T - Cod.Fiscale 80003440197 - Tel. 0372 458053/54 - Fax 0372 23238
Web: www.einaudicremona.edu.it - e-mail: info@einaudicremona.it - cris00600t@pec.istruzione.it

