

ANNO SCOLASTICO 2023-2024

INDIRIZZO: Amministrazione Finanza e Marketing

CLASSE: V A

MATERIA: Lingua Inglese

Modulo 1	Contenuti
Globalization	✓ What is globalization? ✓ A digital world ✓ Global Trade ✓ Global Companies ✓ Multinationals relocation

Modulo 2	Contenuti
marketing	✓ the marketing concept ✓ market research ✓ the marketing strategy ✓ the marketing mix ✓ digital marketing ✓ G.Orwell, 1984 (extracts)

Modulo 3	Contenuti
Responsible Business	✓ A fragile world ✓ Global warming ✓ Renewable energy (project) ✓ Recycling ✓ Green Business ✓ Fair trade ✓ Ethical banking ✓ William Butler Yeats, extracts from 1916

Modulo 4	Contenuti
Global Issues	✓ Inequalities: poverty ✓ Fighting Inequalities and Discrimination ✓ Fighting Poverty: microcredit ✓ Deindustrialisation ✓ Emerging markets

	✓ Charles Dickens and child labour (Oliver Twist extracts)
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Modulo 5	Contenuti
The Financial World	✓ Banking ✓ Central Banks ✓ E-banking ✓ The Stock Exchange ✓ Stock Indexes ✓ The financial system and its products

Modulo 6	Contenuti
The U.K. and the U.S.	✓ The British Empire ✓ 20th century Britain ✓ 21st century Britain ✓ The effect of Brexit on trade (photocopies) ✓ 20th century USA ✓ The Great Depression ✓ The new millennium ✓ Francis Scott Fitzgerald, The great Gatsby

Modulo 7	Contenuti
Civic Education	✓ Gender inequalities ✓ income inequalities ✓ environment

Libro di testo in adozione:

CUMINO, BOWEN, Think business plus, a global perspective to business studies,
PETRINI

Fotocopie/slides per autori di letteratura

Milano, 24/10/ 2023

Prof.ssa Maddalena Maturo Panetta